



## Blue Finch Online Services Pvt. Ltd.

First floor, 32/2467,  
Tagore Lane, Palarivattom, Kochi,  
Kerala - 682025, IN, Tel : +91 776 052 1277  
E-mail : [contact@bluefinch.in](mailto:contact@bluefinch.in) | [www.whatznear.com](http://www.whatznear.com)  
CIN: U52590KL2013PTC034561

## Our Story:

Whatznear.com was founded by seven National Institute of Technology graduates of 2010. They worked in various companies such as Oracle, Yahoo, Bajaj and Goldman Sachs before coming together to start this venture. The purpose behind founding whatznear.com was to build a product that everyone can use. "Technology to simplify the everyday" is the idea that drives the company.

Founded in July 2013, the company worked for six months to get its technology in place, this includes whatznear.com and another platform that only the stores signed up with us can use to manage their inventory. The in house technology team has continuously developed the product, constantly taking feedback from customers and store operators to tailor whatznear.com according to their needs.

Profiles of founders:



Krishnendu AG: Computer science engineering graduate, NIT Calicut, Worked in market risk technology team of Goldman Sachs before co-founding Whatznear.com with six batch mates.



Sajith Geetraj, VP Operations, Computer science engineering graduate, NIT Calicut, worked on Oracle Enterprise manager for 2.5 years before Co-founding this venture.



## **Blue Finch Online Services Pvt. Ltd.**

First floor, 32/2467,  
Tagore Lane, Palarivattom, Kochi,  
Kerala - 682025, IN, Tel : +91 776 052 1277  
E-mail : [contact@bluefinch.in](mailto:contact@bluefinch.in) | [www.whatznear.com](http://www.whatznear.com)  
CIN: U52590KL2013PTC034561

---



Sarun K.S, VP Technology, Computer science engineering graduate, NIT Calicut, worked with Oracle on Oracle Enterprise manager for 2.5 years.



Sangeeth Jose, VP Technology: Computer science engineering graduate, NIT Calicut, Worked on the prestigious Oracle Database for 2.5 years before joining whatznear.com



Shidhin.S, VP Product : Computer Science engineering graduate, NIT Calicut, who worked as a developer for Yahoo Media before co-founding whatznear.com and spearheading the product team.



Varun Anilkumar, VP Marketing and Business Development, Was the North Kerala regional head for Bajaj Automobiles limited



## **Blue Finch Online Services Pvt. Ltd.**

First floor, 32/2467,  
Tagore Lane, Palarivattom, Kochi,  
Kerala - 682025, IN, Tel : +91 776 052 1277  
E-mail : [contact@bluefinch.in](mailto:contact@bluefinch.in) | [www.whatznear.com](http://www.whatznear.com)  
CIN: U52590KL2013PTC034561

---



Renjith.K, VP New Products, Computer science engineering graduate, NIT Calicut, he also worked on Oracle Enterprise Manager before setting off the spark in everyone to co-found whatznear.com