

1. Company Overview

- **Newgenmax** is a Chennai-based digital and e-commerce solutions provider. It was founded in 2013 by Nivetha Muralidharan, an entrepreneur and Amazon e-commerce specialist.
- The company's core vision is to create a complete ecosystem enabling small and medium businesses (SMEs) to thrive in digital marketplaces and expand globally.

2. Service Portfolio

Newgenmax offers a holistic suite of services, including:

- **E-Commerce Account Creation & Management:** Setup for Amazon, Flipkart, Paytm etc. Includes listing, order fulfillment, and performance optimization.
- **Shopify Store Setup:** Full e-commerce store development and launch.
- **Product Listing & Photography:** SEO-optimized listings, high-quality product images, creative descriptions, and Amazon A+ catalog services.
- **Content & Graphic Design:** Website content writing, social media, logo, and banner design.
- **Registration & Compliance:** GST and Trademark application and filing for e-commerce sellers.
- **Amazon Seller Training:** Education and strategy for new and existing Amazon sellers.
- **App Development:** Android and iOS business app creation.
- **Website Hosting & Maintenance, Payment Reconciliation, and Professional Resume Services.**

These services target new e-commerce entrepreneurs and SMEs transitioning from offline to online business models.[123](#)

3. Unique Positioning and Differentiators

- Newgenmax prides itself on **prompt, friendly, and personalized customer service**, often cited in testimonials.
- Founder Nivetha Muralidharan is deeply involved, guiding clients directly and sharing technical and business expertise, particularly on Amazon FBA and e-commerce scaling.[45](#)

- The company is officially recognized as an **Amazon Trained E-Commerce Specialist (ATES)** and as part of the **Amazon Service Provider Network (SPN)** and is also a registered **Shopify and Flipkart Services Partner**.
- Client testimonials repeatedly mention **transparency, reliability, and responsiveness**, with a strong focus on genuine, results-driven service—no false claims or fake promises.[467](#)

4. Leadership and Team

- **Founder:** *Nivetha Muralidharan*—Former software professional, now a trainer and leader in e-commerce with a strong track record of business transformation and customer support.[5](#)
- Other key team members frequently mentioned in client feedback include Saraswati, Raja, and Nadhiya, who support various aspects like Amazon account setup, FSSAI license, and weekly strategy meetings.
- The team is small (2-10 employees) but lauded for professionalism, communication, and client engagement on LinkedIn and TrustPilot.[89](#)

5. Customer Feedback and Success Stories

- Overwhelmingly positive reviews, with a **4.8/5 rating from more than 650 reviews** on TrustPilot as of July 2025.
- Clients report achieving remarkable results: increased Amazon sales, successful product launches, rapid business scaling (some citing 800% growth within six months), and peace of mind due to end-to-end support.
- The company is especially popular among first-time digital sellers and newcomers to the Amazon FBA ecosystem.
- Regular direct engagement (weekly live sessions, WhatsApp/email support) is a hallmark of their service.[467](#)

6. Business Mission and Vision

- **Mission:** Deliver reliable, scalable, and unique e-commerce platforms to SMEs, ensuring their global growth and sustainable success.
- **Vision:** Build a self-sufficient digital ecosystem where Indian SMEs confidently expand their reach, connect opportunities, and thrive globally.[110](#)

7. Market Reputation, Impact, and Partnerships

- Recognized partner with Amazon, Flipkart, Shopify, and Zoho.
- Proven impact in India's fast-growing SME e-commerce landscape, facilitating digital transitions for small businesses across verticals.
- Employing AI marketing tools for competitors analysis and campaign optimization, which bolsters their reputation as a tech-forward, adaptive firm.[1112](#)

8. Competitors

- Main competitors include *Kissflow*, *Primeleaf Consulting*, and other digital commerce and automation solution providers (note: these are larger players, while Newgenmax is highly boutique and specialized for SMEs).[13](#)

9. Financials

- Newgenmax's own financials are private (as it is a small, likely privately-held firm), but public data on similarly named "Newgen Software" shows strong growth—**Net profit up 25% in FY25, revenues up about 20%—which illustrates sector-wide momentum.** (Bear in mind: "Newgen Software" is a separate, much larger IT company, not to be confused with Newgenmax.)[14](#)

10. Professional and Social Engagement

- Strong, positive presence on LinkedIn and other social platforms, with regular content sharing, team-building, and community/employee engagement .[89](#)

Summary Table

Aspect	Details
Founded	2013, Chennai
Founder	Nivetha Muralidharan
Employees	2-10 (core team, multiple contractors/partners)
Core Focus	E-commerce enablement (Amazon, Flipkart, Shopify), digital marketing, compliance, tech, training
Customers	SMEs, e-commerce entrepreneurs, first-time sellers
Differentiators	Personalized support, Amazon ATES & SPN certified, boutique scale, live training, transparency, A-to-Z solutions
Customer Rating	4.8/5 (TrustPilot, 650+ reviews, July 2025)

Reported Client Wins	800% sales growth, frictionless compliance and launches, high conversion listing/branding strategies
Key Partnerships	Amazon, Flipkart, Shopify, Zoho
Online Presence	Website, LinkedIn, Trustpilot, Client Testimonials
Competitors	Kissflow, Primeleaf Consulting, and other digital commerce service providers
Contact	Chennai (Coimbatore reach), contact@newgenmax.com , 044 4813 4222

Conclusion:

Newgenmax is a high-touch, innovative, and reliable e-commerce and digital marketing solutions provider with a strong reputation among Indian SMEs. It is especially lauded for its leadership, customer-centric approach, training, and end-to-end support for entrepreneurs venturing into the online business world.[4181062375](https://www.newgenmax.com)

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