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Evolution of your company and its adaptability in the recent years?

I founded Litmus7 with a few uncompromising values, be unique in whatever we do, stay purpose-driven, never break a commitment, avoid mediocrity, and always be a leader in our knowledge space. These principles made it clear to us from day one that Litmus7 should constantly innovate to stay unique

Today, Litmus7 is ranked #1 in credibility for driving business results for retail partners. As we gained deeper insights into consumer behaviour and retail challenges, we foresaw a shift from product merchandising to consumer wish merchandising, a future where retailers converge and collaborate to fulfill consumer wishes

This called for reimagining consumer-retailer interactions. Retailers will soon compete in building and tuning self-thinking and deciding systems. That's why we developed **Retail Enterprise Neural**

Architecture, an AI architecture that persists business knowledge and can act on its own.

How do you stay competitive in the changing IT services landscape and how do you see your business expanding domestically and internationally?

A retail partner needs three qualities, a) Credible Retail engineering experience. b) Ability to identify opportunities that can enhance traffic, conversion, ACV, Loyalty and Experience. c) Build business experience that enhances consumer trust and differentiates itself from competition. We excel in all three areas.

Nearly two decades of designing and managing high-performing retail platforms with zero client attrition, gives us a unique edge in building retailer's digital aspirations with precision.

We employ our team with an objective to add value beyond contracts, and our Value-Added-Management division eliminates most of the retailer's blind spots.

Those who understand their industry well can lead the change. We invested deeply in retail-focused innovations. Our **Enterprise Neural Architecture (ENA)** now enables retailers to retain knowledge about the outcomes of their business decisions and actions across

operations, systems, consumer behaviour, and partnerships creating a truly intelligent and self-thinking enterprise.

We're now at the forefront of creating intelligent businesses, which is expected to drive our future growth aspirations.

What is your company's growth strategy for the next 3 to 5 years?

We excel in managing and scaling transactional systems with AI, but the future is in making them intelligent, capable of making accountable, autonomous decisions for businesses and consumers.

Our three-phase roadmap is clear:

1. **ENA** to make IT support intelligent ensuring 100% uptime, self-healing and smart decision-delivering 30% cost reduction.
2. **Omniscient Omnichannel Intelligence** to boost prediction, conversion, ACV, loyalty, and retention.
3. **Self-thinking and acting brain** for retail businesses and their functions.

While we stabilize and scale transactional retail systems, we're also leading the shift toward embedding an enterprise neural layer that helps retailers own their proprietary business knowledge and act intelligently across systems and partners.