



**Nehal Shah**

Wholetime Director  
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**What strategies has your company employed to access new markets, both domestically and internationally, to fuel expansion?**

Allied Digital's expansion strategy has been multifaceted. Domestically, we have leveraged government-led digital initiatives like Smart Cities and the Make in India campaign to penetrate public sector and industrial markets. Internationally, we adopted a hub-and-spoke model with 20 offices across 70+ countries including the US, UK, UAE, and Australia. Strategic acquisitions and partnerships with global cloud and cybersecurity providers have accelerated our presence. The recent launch of subsidiaries in the Middle East and our expansion into Europe reflect our intent to localize services while maintaining global delivery standards. Our unique blend of global vision and localized execution backed by strong compliance, multilingual service desks, and proprietary platforms has been central to our global growth.

**What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?**

Allied Digital's success mantra in the MSME sector lies in our "3S Philosophy": Strategic Resourcing, Streamlined Processes, and Smart Technology. This approach enables

scalability and cost efficiency critical for MSMEs. By fostering deep partnerships, understanding grassroots challenges, and tailoring scalable solutions, we enable MSMEs to embrace digital transformation confidently, bridging the gap between ambition and execution. Furthermore, our commitment to ethical governance, an inclusive workplace culture, and long-standing customer relationships (some over 15 years) creates a foundation of trust that MSMEs deeply value. Our ability to bundle innovation, compliance, and customer-centricity has made us a preferred partner for digital empowerment across scales. ■

**How has your company evolved since its inception, and what key transformations have been pivotal to your growth?**

Since our inception in 1984, Allied Digital has evolved from a mainframe computer support provider to a global leader in digital transformation. The company's journey is defined by its seven strategic versions, each marking a critical growth phase from profit-centric beginnings and geographic expansion to adopting disruptive technologies. In the last decade, a major turning point was our early entry into the Smart Cities domain in 2015, where we became a pioneer in Digital Engineering Services (DES). The rebranding of ADiTaaS to Digital Desk, an AI-powered ITSM platform, and the introduction of solutions like FinoAllied, further signaled a shift toward AI-first strategies. The latest phase - Version 7 focuses on 10x growth through global market expansion, product diversification, R&D enhancement, and sustainable innovation.