WELCOME!

ZOHO

OVERVIEW REPORT

- Zoho Corporation is a software company founded in 1996 and headquartered in Chennai, India. Operating in the Software as a Service (SaaS) industry.
- Zoho's offerings include popular products such as Zoho CRM for sales and marketing automation, Zoho Books for finance, Zoho People for HR management, and Zoho Workplace for productivity with tools like Zoho Mail and Zoho Docs.
- Zoho serves over 100 million users globally with products designed to streamline business processes, with a focus on innovation, data security, and privacy.
- The company is privately owned, known for focusing on long-term growth, customer-centric innovation and privacy without relying on investor funding.
- The tagline *"Made in India. Made for the world.",* Zoho has over 130 million users across more than 150 countries. Its clients include startups as well as large corporations such as Amazon, Netflix, Deloitte, Puma, Toyota, Sony, L'Oreal and more.
- The company's flagship product is Zoho One, which bundles this entire ecosystem into a single, highly affordable subscription. This integrated approach solves a major industry problem: the friction and high cost of trying to make disparate software from different vendors (like Salesforce, Microsoft, and Google) work together. Zoho's revenue is entirely subscription-based, underscoring its commitment to a privacy-first model that does not rely on selling customer data or running advertisements.
- **Company Site**

GEOGRAPHICAL PRESENCE

NEWS RUN

November 04, 2025 - Zoho Notebook Introduces Advanced AI Features, expands student edition to include Notebook AI

October 28,2025 - Mercedes-Benz India, Zoho partner to launch decentralized dealer management system

October 1, 2025 - Zoho Corporation launches new brand, Vani, an intelligent visual collaboration platform

PRODUCT SEGMENT

ZOHO

Zoho Workdrive
Our file storage and management system.

Zoho Sheet
Our spreadsheet creating/editing software.

Zoho Writer
Our document creating/editing software.

Zoho Expense
Our company expense management tool.

Zoho Desk
Our help desk system.

Zoho Sign
Our digital signature collection system.

Zoho Sites
Our company website design and hosting.

Zoho Vault
Our password manager system.

Zoho Subscriptions
Our subscription management tool.

ZOHO One

Zoho CRM
Our customer relationship management system.

Zoho Books
Our bookkeeping system.

Zoho Forms
Our custom form designer and publisher.

Zoho Meeting
Our video conferencing system.

Zoho Projects
Our project management system.

Zoho Survey
Our custom survey designer and publisher.

Zoho SalesIQ
Our website visitor and live chat tool.

Zoho Assist
Our remote computer assistance system.

Zoho Bookings
Our appointment booking software.

Zoho Showtime
Our online training system.

KEY PERSONNEL'S

TONY THOMAS

Role: Co-founder of Zoho Corporation; leads the US operations.

Profile: Has been instrumental in scaling Zoho's reach globally, especially the US market.

Education: PHD Johns Hopkins University

SRIDHAR VEMBU

Role: Co-founder & Chief Scientist (he stepped down as CEO in early 2025)

Profile: Indian entrepreneur, studied at IIT Madras and Princeton. He emphasize product -innovation, rural employment.

Education: IIT madras, Princeton university

RAJESH GANESAN

Role: Senior Executive at Zoho Corporation (Manage Engine)

Profile: Overseeing strategy, product direction, mentoring teams, and helping build enterprise - IT management software.

Education:
MCA Madurai Kamaraj

SHAILESH DAVEY

Role: Group CEO of Zoho Corporation (appointed January 2025)

Profile: Experienced executive within Zoho; taking over leadership to guide global operations and growth.

Education:
B.Tech in Metallurgy

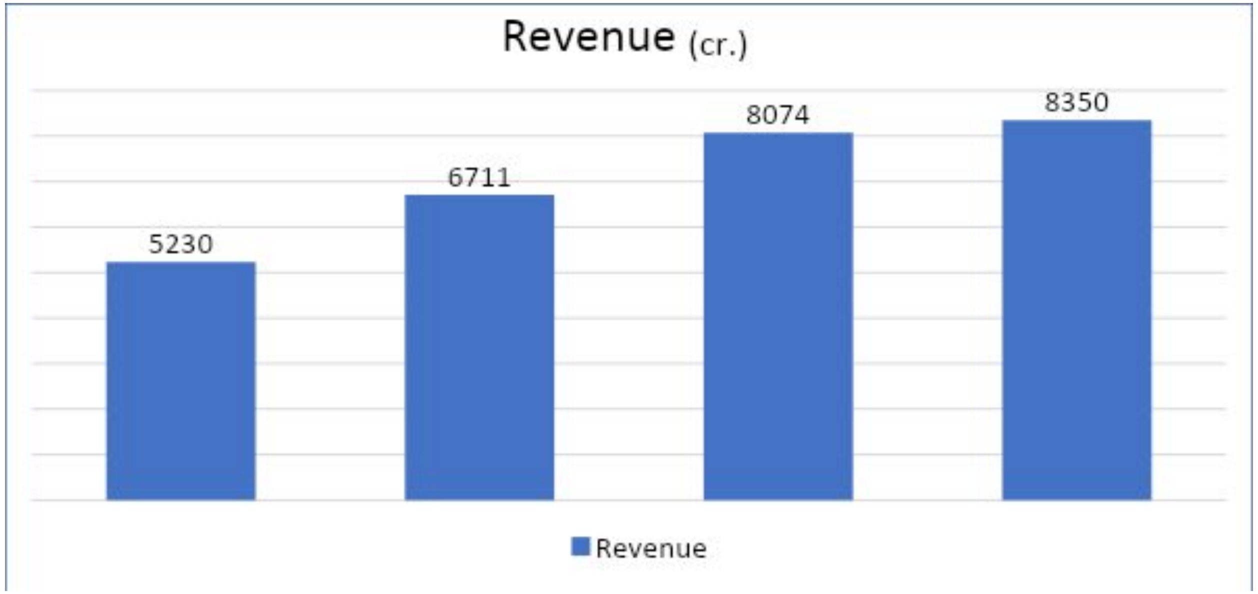
KEY MILESTONE

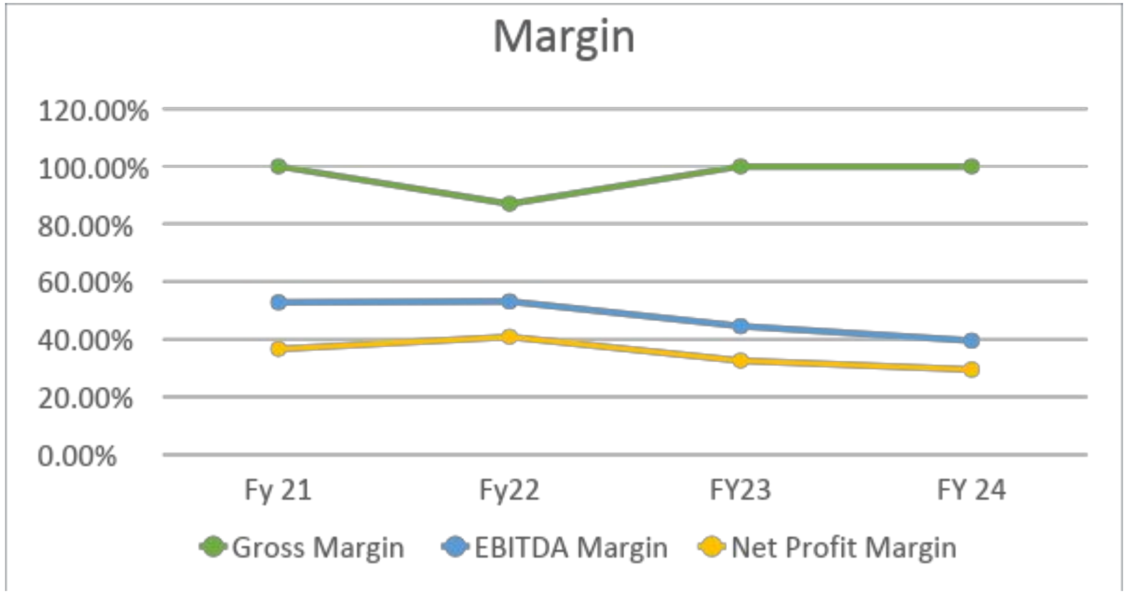
ZOHO

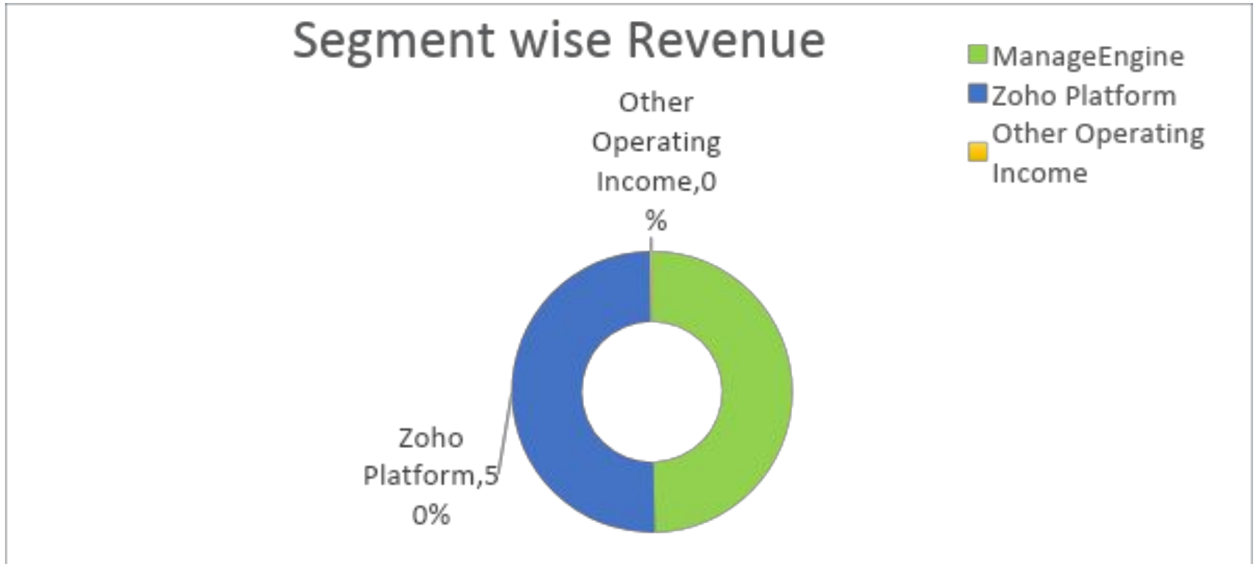
- **1996** – Company Foundation as AdventNet Inc. In USA
- **2003** – Launch of its IT operations suite Manage Engine
- **2005** – Released Zoho CRM
- **2006** – Launched Zoho Creator (code of builder)
- **2009** – Renamed to Zoho Corporation Pvt Ltd.
- **2013** – Launch of Zoho Connect, Zoho Survey, Zoho Vault, and Zoho Contact Manager.
- **2017** – Launch of Zoho One and Zia
- **2020** – Reached 60 million users
- **2025** – Introducing Zoho Start

- <u>Company Website</u> - About us

FINANCIALS







FUNDING'S

Category	Details
Funding Round	Series A
Funding Raised	$54.8 Million
Timeline	Early 2000s

- Business-standard
- Financialexpress
- Tracxn
- Entrackr

INDUSTRY OVERVIEW

ZOHO

OVERVIEW

- The industry's total revenue is projected to reach US$400 billion by FY2030.
- A market revenue of US$16,713 million in 2024, growing at a CAGR of 18.8% from 2025-2030
- This robust growth is driven by digital transformation initiatives, cloud-native and SaaS adoption, AI integration, and the rise of low-code/no-code platforms.
- 2024 Revenue: US$16,713.0 million
- 2030 Revenue Projection: US$47,574.2 million
- Global Market Share (2024): 2.3% of the global software market
- Broader Business Software Market: USD 594.53 billion (2024) USD 1,833.36 billion (2034).

- **Grand View Research** • **Boostedcrm.com** • **LinkedIn**

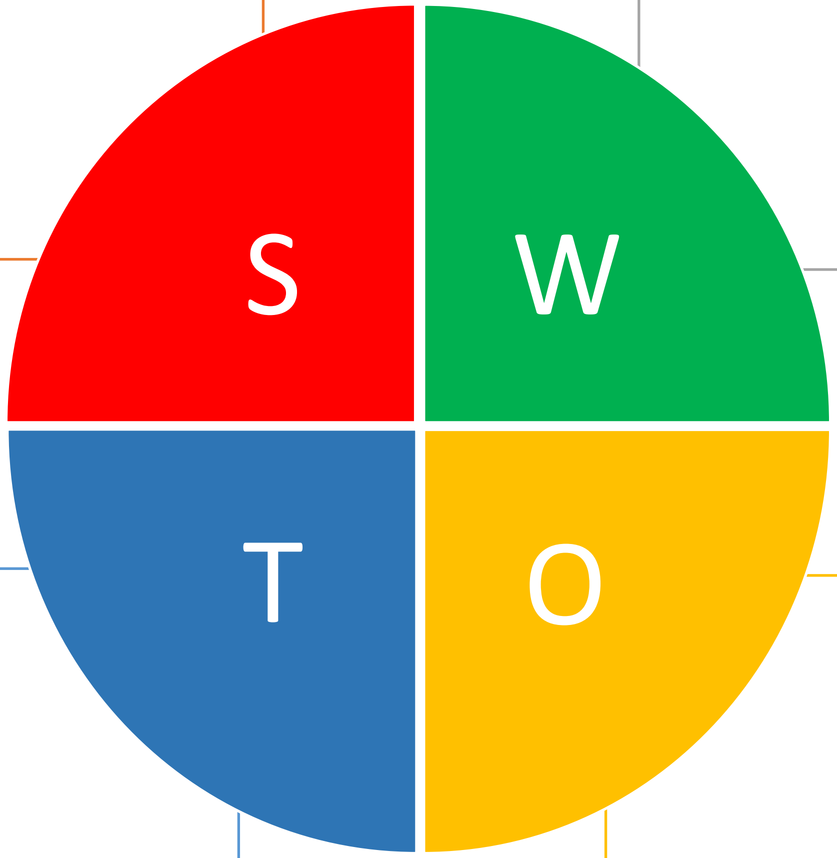
SEGMENTATION & REGIONAL INSIGHTS

- Large enterprises hold major share; SMEs growing fastest.
- Public-cloud SaaS dominates; hybrid adoption rising.
- North America: 40-50% global share.
- Asia-Pacific: Fastest-growing region, driven by India & SEA.
- CRM market: USD 37.7 billion (2025) → USD 118.4 billion (2034).

TRENDS AND DRIVERS

- Zia, the AI assistant, predicts sales, judges lead quality, and warns about unusual trends.
- Mobile app allows work from anywhere and lets teams update records on the go.
- Financial discipline and profitability: Zoho stays privately owned and profitable by carefully balancing revenue growth with smart investments and focusing on keeping customers loyal.
- Cross-selling and ecosystem: Zoho's many interconnected apps encourage customers to use multiple products, increasing user engagement and stable revenue.

SWOT ANALYSIS



STRENGTHS

- **Financial Independence**: Zoho has thrived without external funding, reporting ₹8,703 crore ($1.05 billion) in revenue and ₹2,800 crore ($338 million) in profit for FY23.
- **Operating System for Businesses**: Over 55 integrated apps across CRM, HR, and more offering a comprehensive suite.

WEAKNESSES

- **Limited Global Brand Recognition:** Despite success, Zoho is less recognized globally compared to competitors like Google, Microsoft, or Salesforce.
- **Pricing Barriers for SMEs:** Small businesses in emerging markets often cite high costs as a challenge to adopt.

THREATS

- **Economic Uncertainty:** Rising inflation and currency fluctuations could reduce the purchasing power of small businesses, which form a significant portion of Zoho's customer base.
- **Declining Cash Inflows:** A 9% decrease in cash inflows from operations paired with a 51% increase in expenses in FY23 highlights potential financial vulnerabilities.

OPPORTUNITIES

- **Emerging Market Expansion:** With 81% of Indian MSMEs planning to increase cloud spending by 2025.
- **AI Integration:** Zoho's AI assistant, Zia, embedded across its suite, offers opportunities for automation gains that can appeal to tech-forward businesses.

- Linkedin

COMPETITORS

COMPETITIVE LANDSCAPE

Companies	Market Cap	Revenue (2025)	Diluted EPS (2025)	Description
Salesforce	$216.21 billion	$38 billion	$6.87	Leading CRM platform, AI-driven, enterprise scale
Microsoft	$3.51 trillion	$282 billion	$13.64	Microsoft 365, broad enterprise business suite
Google (Alphabet)	$3.62 trillion	$350 billion	$8.04	Google Workspace, top cloud/services firm
HubSpot	$18.6 billion	$3 billion	$0.09	CRM and marketing, strong SMB adoption

- Sloneek
- Investopedia
- Futurumgroup