# Success Story- Ebizfiling India Private Limited



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How a li'l girl from the small town of Gujarat became a successful Entrepreneur

"A girl should be two things, who and what she wants"- her parents taught her this mantra at an early age. Ishita Ramani, a girl from a small town called Porbandar, Gujarat, had big dreams in her eyes. Having both her parents working, she was independent and fierce even while growing up. After completing school, she moved to Ahmedabad with dreams in her eyes and courage in her heart.

When you dream big, every problem becomes trivial. And that's what happened with Miss Ishita Ramani, she did her graduation and pursued studies for Chartered Accountant. Trying quite a few times, she thought she is wasting her time, while she can do much better with her time and energy. And she started her journey towards becoming a Woman Entrepreneur. Of course, she knew, she needs to have experience and knowledge of the corporate world before she jumps into starting something of her own. Hence, she started working in various corporate organizations.

As soon as she started working with different corporate houses, she learned how to lead large teams. But during her internship, she got to understand the legal background and got real insights into entrepreneurial skills. In the early stage of her career, she had that understanding and eyes of an eagle that could recognize the loopholes in any perfectly looking project/assignment that prevented it from being a failure. Rather she took the charge and made sure not to leave any room for mistakes by any of the team members and in no time she was moving ahead towards starting her entrepreneurial journey and finally in 2016 she started her career as an Entrepreneur.

When asked about how she thought of coming up with an online platform that serves the legal needs of Businesses, corporates, and entrepreneurs around the globe, she says,

"Well, while I was working as an intern with one of the leading Chartered Accountant firms, I realized that there are vast areas of legal services and very few service providers. There are numerous areas where people are seeking legal advice and consultancy but had no place to go to, that is when I decided to start a company that provided end to end guidance and support to the Businesses."

"As much as I wanted to launch a platform to help business enthusiasts, I wanted to make it a bit 'Hatke's. So I researched around and came across the concept of 'Online Legal Service provider' that was actively providing similar services in some foreign country and we took inspiration from them, turned it into our version, and finally launched a tech-savvy legal service platform "Ebizfiling India Pvt Ltd" with a sole purpose of providing end to end legal as well as professional assistance to people with

ideas and vision to start their own ventures"- further she added.

Ebizfiling India Private Limited is an online platform that provides legal and professional services like Business Registrations, Compliance Services, GST and IT return filings, Foreign Business Registrations, Trademark, and other IP related Services, Business Consultancy Services, Tax Consultancy Services, Accounting and Auditing, Retainership Services, that is to say, that they provide all the services that a business needs under one roof.

That is what we call a "thinking out of the box" approach. Initially, she started with only four people in her team and a handful of services to offer as she always believed in one step at a time. When you start something new, of course, it is never going to be easy, and the same happened with "Ebizfiling India Pvt Ltd" because the team Ebizfiling consisted of the members who were experts of law and secretarial compliance but being an Online platform, it was necessary to build technical infrastructure and for that, they needed a technical expert onboard and that turned out to be a real challenge but as they say "When there is a will, there is a way". After a lot of hustle, they found a technical team member, and everything took about 3 months for all the preparations and setup and finally in November 2016 "Ebizfiling India Private Limited" took its first flight of success that never landed on the ground as Ishita Ramani believes success is a never-ending process. When asked about her success mantra she says "To believe and to be able to defeat one's self and to stick to the belief that I was successful yesterday but not today."

Talking about being successful and reaching the people not only in India but in 10+ countries, we must say it must have taken a lot of marketing efforts. Talking about the Marketing strategies of Ebizfiling, well, It is quite impressive to know that they have their own in-house marketing team. "But this was not the case when we started. In the early days of operations, Ebizfiling came up with the word of mouth publicity. We believed that if you deliver good, people will automatically speak good about you and more people would be willing to work with you. But as they say, you need to be ahead with time, so to get ahead in this competitive world, one needs to market themselves and hence, the best and in time delivery of our services, being transparent and honest with our clients being one part of our marketing strategies, at the same time we have a marketing team that is efficiently working towards making a mark of Ebizfiling everywhere on to the world map"

When we asked her about the growth and her further plans for Ebizfiling India Private Limited, Ishita Ramani, Operations Director says, "Well, if I look back, I feel overwhelmed with the fact that we have come this far. Being a mother and a family person, I was scared and hesitant at first, but with the support of my family members and the wonderful team that I have been blessed with, I have reached a place where I am in a position to generate employment for the deserving people. Also, as said earlier, we started with just four team members and minimal services, today we are a team of 45+ professionals working in-house and remotely spreading expertise around the globe for more than 150+ services. And I take immense pride in saying that Ebizfiling has stepped outside its comfort zone i.e. India and successfully running its operations and providing assistance in Company Setup in the countries like the USA, UK, Malaysia, Singapore, Dubai, Canada, Australia, and many more."

"If I talk about the plans, well, I never believed in giving it a long-term perspective, but one thing is for sure I want my team to grow and spread our expertise knowledge and land our hand to all the people who are seeking legal and corporate assistance. At the same time to see the growth of each and every team member of Ebizfiling alongside the growth of the organization itself."

**One hell of a journey! Isn't it? Well, this success story can be an inspiration to everyone having a dream and vision to become an entrepreneur and take charge of your own faith not only with the purpose of earning profits but to give appropriate assistance to people who have a dream and vision to become an entrepreneur.**




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