

Turain Software Pvt. Ltd. Accelerates Growth with New Bengaluru Office, Expanded Team & Enhanced Service Portfolio

Turain Software Expands with New Bangalore Office and Launches 2025 Digital Growth Suite

Kolkata, West Bengal Jul 31, 2025 ([IssueWire.com](https://www.issuewire.com)) - Turain Software Pvt. Ltd., a rapidly growing technology and marketing solutions provider, today detailed its latest milestones: the May 2025 inauguration of a second office in Bengaluru, a 60% year-over-year increase in headcount, and the launch of several advanced service offerings designed to meet surging demand from startups to enterprise clients.

Strategic Expansion: Bengaluru Office & Regional Reach

- **New Bengaluru Hub:** Located at Tower 1, 36/5 Hustlehub Tech Park, Somasundarapalya Main Rd, Bengaluru 560102, the office now houses sales, support, and R&D teams focused on South Indian and Southeast Asian markets. Equipped with dedicated client-experience suites and co-innovation labs, this regional center ensures Turain can deliver on-the-ground expertise and 24/7 support.
- **Pan-India Presence:** With headquarters in Kolkata (6/12 Poddarnagar, Kolkata-700068) and the new Bengaluru facility, Turain strengthens its ability to serve clients nationally—leveraging local insights and faster response times.

Team & Culture: Scaling Talent for Innovation

- **Headcount Growth:** Turain's workforce expanded from 50 to over 80 professionals, including software engineers, UX/UI designers, data analysts, and digital strategists.
- **Learning & Development:** The company invested in its Turain Academy program, delivering 200+ hours of upskilling workshops on emerging technologies—ranging from React/PWA development to AI-driven marketing automation.
- **Inclusive Culture:** Turain's recent employee engagement survey (Q2 2025) scored 4.7/5 on "innovation support," reflecting a collaborative environment that empowers ideas and cross-functional teams.

Enhanced Service Portfolio: Meeting Next-Gen Business Needs

- **Telecom & Messaging**
- **Bulk & Transactional SMS:** Scalable platform handling 500 million+ messages monthly, compliant with India's DLT regulations, offering dynamic templates, scheduled campaigns, and detailed delivery analytics.
- **WhatsApp Business API:** End-to-end integration, interactive message templates, chatbots for lead capture and support, and real-time KPI dashboards.
- **Progressive Web Apps (PWAs)**
- **PWA Framework:** Turain's PWA accelerator reduces time-to-market by 40%. Features include offline support via Service Workers, push notifications, and "Add to Home Screen" capability—boosting engagement and retention.
- **Case Study:** An e-commerce client saw a 35% increase in mobile conversions and a 50% lift in returning visitors after migrating to a Turain-built PWA.
- **Digital Marketing & Automation**

- **SEO & Content:** Comprehensive audits, on-page optimization, local SEO for Tier-2 cities, and high-impact content campaigns—driving 60% growth in organic traffic for key clients over 6 months.
- **PPC & Social Media:** AI-driven bid management, dynamic ad creatives, and cross-channel attribution models that improved ROAS by 120%.
- **Omnichannel Campaigns:** Integrated SMS, email, WhatsApp, and social media workflows managed via Turain's unified dashboard—enabling behavior-triggered drip sequences and real-time performance adjustments.
- **Custom Web & Mobile Development**
- **Full-Stack Solutions:** From enterprise SaaS platforms to mobile apps, Turain leverages Node.js, React, and cloud-native architectures (AWS, Firebase) to deliver scalable, secure applications.
- **UX/UI Excellence:** With an in-house design studio, Turain crafts intuitive interfaces—validated through A/B testing and user research.

Leadership Insights & Vision

"Our rapid growth reflects the market's hunger for integrated, performance-driven solutions," said Rahul Sharma, CEO of Turain Software.

"By combining messaging, web-app innovation, and data-backed marketing, we're giving businesses the tools to compete on a global stage. The new Bengaluru office and expanded team enable us to deliver localized expertise at scale."

Client Success & Industry Recognition

- **Healthcare Network:** Reduced patient no-show rates by 30% using SMS reminders and PWA portals for appointment management.
- **FinTech Startup:** Boosted loan application completion rates by 50% via conversational WhatsApp workflows.
- **Retail Brand:** Achieved a 25% lift in repeat purchases through integrated SMS remarketing and targeted PWA notifications.

Future Roadmap

- **Global Partnerships:** Forming reseller alliances in Europe and Middle East to extend Turain's telecom and PWA services internationally.
- **Product Innovation:** Rolling out an AI-powered campaign optimizer Q4 2025, leveraging machine learning to personalize messaging at scale.
- **Community Engagement:** Hosting the inaugural Turain Tech Summit in Bengaluru (Nov 2025) to foster collaboration among developers and marketers.

About Turain Software Pvt. Ltd.

Founded in 2019, Turain Software is headquartered in Kolkata with a regional office in Bengaluru. Specializing in Bulk SMS, WhatsApp Business API, Progressive Web Apps, and digital marketing, Turain empowers over 200 clients—from startups to enterprises—to accelerate growth through innovative, scalable technology solutions.

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