

TALK ON

# Identifying the Right Business Opportunity - Key to Success of Entrepreneurship

**Friday, 27 March 2026  
 5:00 pm to 6:15 pm**

**SONA PG AUDITORIUM  
 SONA COLLEGE OF TECHNOLOGY, SALEM**

**PROGRAMME**

<b>04:30 PM</b>	<b>Registration &amp; Tea</b>	
<b>05:00 PM</b>	<b>Welcome Address</b>	<b>Dr P K Anjani</b> Co-Chairman, MMA Salem Chapter
<b>05:05 PM</b>	<b>Chairman's Opening Remarks</b>	<b>Mr Thyagu Valliappa</b> Chairman, MMA Salem Chapter & Vice Chairman, Sona Group of Institutions
<b>05:15 PM</b>	<b>Introduction of the Speaker</b>	<b>Mr T Soundararajan</b> Co-Chairman MMA Salem Chapter
<b>05:20 PM</b>	<b>Address by the Speaker</b>	<b>Mr Gokulanathan Ponnusamy</b> Founder & CEO, Nithra Apps India Pvt Ltd, Tiruchengode
<b>06:00 PM</b>	<b>Q &amp; A</b>	
<b>06:10 PM</b>	<b>Vote of Thanks</b>	<b>Dr Sasikumar Devaraj</b> Co-Chairman MMA Salem Chapter

Gokulanathan Ponnusamy, popularly known as Gokul, hails from Tiruchengode in Tamil Nadu, where he completed his schooling at the Government Boys Higher Secondary School. He pursued a Bachelor of Engineering in Mechanical Engineering at the Government College of Engineering, Salem, graduating in 1998. After a brief stint in the borewell business across Karnataka and Madhya Pradesh, he enrolled in an MBA program at KSR College of Technology, Tiruchengode, in 1999.

**SPEAKER**



**GOKULANATHAN  
 PONNUSAMY**

Gokul is the Founder and CEO of Nithra Apps India Private Limited, headquartered in Tiruchengode. The company is widely recognized across South India for its flagship apps, including Nithra Calendar, Nithra Jobs, and Nithra Matrimony. With over 150 apps published on Google Play and the Apple App Store, Nithra Apps supports six languages and has achieved more than 10 crore downloads, serving over one crore active users.

The company has recently expanded with Nithra Ride, a temporary driver booking platform, and Nithra Bhoomi, a real estate app. It also operates sridiya.com, an e-commerce platform for spiritual products, along with a retail outlet. Its B2B offering, Nithra People, provides HRMS solutions.

Employing over 500 people, the company has multiple branches and remote teams across India. Gokul also serves as Director and Shareholder in Subiksham Software Solutions Pvt Ltd and Flytutor Technologies Pvt Ltd.