

# Women Entrepreneur

WOMEN IN BUSINESS India

Women  
Entrepreneur *Top 10*  
India

WOMEN LEADERS IN  
ACCOUNTING & TAXATION 2023



Women  
Entrepreneur  
India  
PROUDLY AWARDS

*Dr. Sujata Seshadrinathan*

DIRECTOR, BASIZ FUND SERVICES



The annual recognition of  
**'Top 10 Women Leaders in Accounting & Taxation - 2023'**  
takes into account the deep industry expertise and technical know-how of the  
chosen women leaders while also acknowledging their stellar professional  
achievements and the impact they have created on the Indian business landscape.

Rachita Sharma  
Special Editor



Women  
Entrepreneur India Top 10

WOMEN LEADERS IN  
ACCOUNTING & TAXATION 2023

DR. SUJATA  
SESHADRINATHAN  
EMPOWERING THE NEXT  
GENERATION OF LEADERS IN  
FINANCE & TECHNOLOGY WITH  
VISION & DEDICATION

### DR. SUJATA SESHADRINATHAN, DIRECTOR, BASIZ FUND SERVICES

*Dr. Sujata Seshadrinathan, Director at Basiz Fund Services, is a distinguished professional with a Doctorate in Business Administration. With over two decades of experience, she excels in software design and development, specializing in fund administration, and has made significant contributions to the industry.*

A rare fusion of software design and development expertise with a deep understanding of finance and accounting is an asset for leaders navigating intricate financial terrain. This distinctive blend equips them to decipher complex financial landscapes and create inventive solutions that seamlessly integrate technology and finance. Leaders like Dr. Sujata Seshadrinathan demonstrate the capability to bridge the historical divide between these domains. They harness technology's capabilities to optimize financial processes, elevate decision-making, and stimulate groundbreaking innovation in the ever-changing financial landscape.

Dr. Sujata Seshadrinathan, the Director of IT, Product & Process at Basiz Fund Services, is a prominent figure in the global financial landscape. As a respected entrepreneur, Dr. Sujata has spearheaded companies invested in Fund Services, Fund Tech, and Legal Tech. Her visionary leadership has led to the creation of innovative automated technology solutions and products for accounting applications in fund administration and Legal Tech, for which she holds patents. Her career has been characterized by a series of projects involving process engineering based on the Six Sigma framework, spanning from inception to implementation.

Below is an excerpt from Dr. Sujata Seshadrinathan's exclusive interaction with Women Entrepreneur magazine.

### Tell us about the key areas of expertise you have developed over the years in the industry. How does your prior experience empower you to be a better technology leader today?

My professional journey uniquely combines expertise in accounting and information technology. With an educational foundation in accounting and finance, complemented by extensive IT experience, I bridge the traditionally separate domains. While accounting and finance have resisted direct IT integration due to their complexity, recent years have seen a surge in IT within the financial sector. This is where my expertise thrives, translating complex financial processes into streamlined IT solutions. My strength lies in my deep understanding of both fields, utilizing agile methodologies like the scrum framework in software development to lead the way in domain-specific software solutions. Positioned at the intersection of these two worlds, I'm well-equipped to drive innovation in this evolving landscape.



### MY ROLE AT BASIZ HAS BEEN A CONVERGENCE OF TWO DISPARATE DOMAINS - THE INTRICATE WORLD OF ACCOUNTING & FINANCE, & THE DYNAMIC REALM OF IT SERVICES

#### Introduce us to Basiz Fund Services. What is the underlying idea behind the venture and its key areas of specialization?

Basiz Fund Services, the very name Basiz, draws its essence from 'Basis Points,' symbolizing a hundredth of a percentage point. The core vision behind Basiz was to provide world-class financial services from India, with a distinct focus on made in Bharat, catering to global investors. In 2006, we embarked on a pioneering journey as the first Indian company to offer comprehensive fund administration services to the world. Within this sphere, we excel across the spectrum, encompassing fund accounting, Investor Services, fund taxation, and our distinctive Basiz edge - fund technology, an intricate blend of finance and technology addressing the challenges faced by the fintech sector. Fund technology

is a domain that demands a profound understanding of both realms, and we have conquered it. Additionally, we extend fund trust services while catering to both B2B and B2C clients in a modular format. Our forte lies in offering end-to-end solutions in the realm of fund administration. Incidentally, we are also in the process of setting up our Private Equity Fund specifically for the MSME sector. This Fund will be headquartered in GIFT City, India's first offshore destination. I am part of Investment Committee for this Fund. The investment strategy for the Fund is broadly on Value Investing, Growth Investing and Momentum Investing for Public Market play.

#### Tell us about the various responsibilities you shoulder as the Director of Basiz Fund Services. What are your key focus areas in terms of driving growth for the company?

My role at Basiz has been a convergence of two disparate domains - the intricate world of accounting and finance, and the dynamic realm of IT services. Upon joining Basiz, my primary focus was to amalgamate my IT acumen with fund administration, a formidable undertaking. I aimed to 'algorithmize' complex processes, and delve into coding and structural logic - quintessential IT elements. This journey led me to codify Basiz's workflow processes using the Six Sigma framework. Remarkably, we became the industry's first to self-certify, progressing to SOC certification, a distinction we have held since 2011.

As the Director of Basiz, my ongoing focus remains on automating workflows, delivering exceptional ROI for our clients, and maintaining top-tier service quality. Our success is rooted in the meticulous optimization and automation of our workflows at Basiz, setting new industry standards in fund administration.

#### Tell us about the success mantra that you follow as a business leader.

Perseverance, I believe, is the bedrock of success, a principle I hold dear. Shortcuts may promise quick fixes, but they lack the substance to drive lasting change or yield enduring benefits. Life, I've come to realize, is binary, much like my passion for programming and logic. Nature recognizes only right or wrong, eschewing the gray areas where half-truths reside. Choosing the fundamentally correct path, although arduous, is the only way to secure enduring results. While some may opt for the easier route, I firmly adhere to the belief that life's challenges, though formidable, are what make the journey worthwhile. My mantra, in a single word: perseverance. No shortcuts, just solid dedication to doing what is fundamentally right. [WFS](#)