

Seed Group joins hands with software product engineering start-up Tntra to drive technological innovation in MENA



From left to right: Mehul Desai, Chairman and Co-Founder of Tntra; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Shardul Bhatt, CEO and Co-Founder of Tntra

Dubai, UAE; USA; Singapore; Japan; India—04 July 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has onboarded [Tntra](#), a leading software product engineering company, as its new strategic partner to revolutionise the technology landscape in the UAE and the wider region. This strategic partnership aims to bring Tntra's innovative solutions to the forefront and leverage Seed Group's expertise to unlock its full potential.

Through this partnership, Seed Group will guide and support Tntra's expansion into the UAE and the region. With unparalleled access to key decision-makers in both the government and private sectors, Seed Group will ensure that Tntra's cutting-edge solutions reach the right audience. Moreover, Seed Group's deep industry knowledge and local market insights will facilitate the integration of Tntra's latest technological innovations into the regional landscape.

Tntra and Seed Group will jointly focus on several key areas. Tntra's engineering services will be made available to enterprises across the GCC and MENA regions, delivering IP-led products as well as legacy software system solutions. The Tntra Academy and Enterprise Platform will also be introduced

to educational institutions, government agencies, and enterprises to foster innovation and promote its use in workforce development.

Furthermore, Tntra's Incubator and Ventures Fund will support aspiring entrepreneurs throughout the GCC and MENA regions, nurturing their ideas and transforming them into successful ventures.

In addition to their local efforts, Tntra and Seed Group will explore opportunities to cross-pollinate and cross-sell solutions in other regions, particularly in the US, EU, India, Japan, and Singapore. By focusing on sustainable impact, this collaboration aims to drive technological advancement on a global scale.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "Harnessing the power of technology and innovation is crucial for the growth and development of the UAE and the region. We are thrilled to partner with Tntra to bring their cutting-edge solutions to the forefront. This strategic collaboration allows us to combine Tntra's expertise with our deep industry knowledge and extensive network, empowering businesses and driving digital transformation. Together, we will revolutionise the technology landscape and create a sustainable impact in key sectors. We are excited about the possibilities that lie ahead and the positive outcomes this partnership will bring."

This partnership between Seed Group and Tntra is designed to mark an exciting milestone in the pursuit of innovation and digital transformation in the UAE and the region.

Mehul Desai, Chairman and Co-founder of Tntra, said, "We are truly honoured to be selected as a partner by the Seed Group and are excited to bring our unique approach to Innovation to the UAE and the region. The UAE has long been the leader in the region in pioneering and showcasing cutting-edge technologies and companies. Along with the Seed Group, Tntra has the perfect partner in the region to help enterprises effectively manage digital transformation, build and nurture their workforce for the future, and efficiently drive Innovation across critical industries such as FinTech, HealthTech, Supply Chain, IoT, and the New Economy."

Shardul Bhatt, CEO and Co-founder of Tntra, said, "Tntra, thru its engineering team and deep domain experts, has more than thirty years of software engineering experience, developing several successful technology ventures and driving innovation at a global scale. With the support of the Seed Group, we will now bring all of this experience and expertise to local enterprises and entrepreneurs to help them build and deploy the next generation of products and solutions for FinTech, HealthTech, IoT, Supply Chain and Logistics, Advanced Manufacturing, and the New Economy.

Founded in 2020, Tntra has quickly established itself as an influential player in the global innovation ecosystem. With a comprehensive range of offerings including engineering services, incubation support, venture funding, and an enterprise platform, Tntra empowers entrepreneurs and enterprises to thrive in the FinTech, HealthTech, IoT, Supply Chain, and New Economy industry verticals. Operating across multiple continents, including the US, EU, India, GCC, Singapore, Asia Pacific, and Japan, Tntra brings together domain experts and technology partners to deliver sustainable impact.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances

with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About Tntra

Tntra offers a unique Global Innovation Ecosystem. At its core, it offers various essential services and resources designed to propel businesses forward. Our offerings include Engineering Services, an Academy focused on Future-of-Work skills, an Enterprise Platform for streamlined innovation delivery, an Incubator programme, and a venture Fund. Tntra's engineering expertise empowers businesses to stay at the forefront of technology and maximise their potential. In addition, Tntra goes beyond engineering by providing the Tntra Academy (Gurukula) and Tntra Enterprise Platform (Yntra) to foster innovation and enable a supportive ecosystem for enterprises, universities, and government agencies. Operating across key regions, including the US, EU, India and the GCC, Singapore and Asia Pacific, and Japan, Tntra's Global Innovation Ecosystem is uniquely positioned to support entrepreneurs and enterprises of all sizes. We have established a vast network of deep domain experts and marquee technology partners, enabling us to cater to various industry verticals such as FinTech, HealthTech, IoT, Supply Chain, and the New Economy. For more information, visit www.Tntra.io.

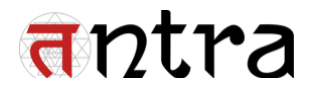
About Seed Group

For over 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

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