

## GoFrugal announces Free Accounting Software

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Automation in the retail sector is moving from accounting to business process covering sales, purchase and inventory. This is true especially with tiny and small retail businesses. Due to shortage of labor, there is also a significant movement towards integrated business management tools that reduce repeat manual work. GoFrugal provides comprehensive business management solutions for retail businesses with their retail business management products (RPOS 6.5 and RPOS 7) and pharmacy management (RE 6), offerings. RayMedi Trac is integrated with those products and is offered to free to customers who only want accounting automation.

"Users will find RayMedi Trac 4 new and refreshing, when compared with the traditional accounting packages", said R.Santhana Gopalan, VP-Technical, GoFrugal Technologies. "While ensuring compliance with the rigid accounting standards, it also gives the flexibility, ease of usage of any desktop application. Features such as templates, support for multi-company will appeal for the advanced users also", he added.

"Our Retail Customers who used the RayMedi Trac's functionality appreciated it. We wanted to reach to other customers who are not using any of our product. We want them to try out RayMedi Trac", said K.Raghuvier Co-CEO of GoFrugal Technologies. "Being a standalone accounting product, trying out RayMedi Trac is the best way to increase our reach", he added.

The product overview of RayMedi Trac is available in the following URL:

<http://www.gofrugaltech.com/trac/trac-productoverview.html>

The free accounting software, RayMedi Trac can be downloaded from the following URL:

<http://www.gofrugaltech.com/free-licensw-user-trac.html>

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**About GoFrugal** - GoFrugal Technologies integrates computing, telecommunication and Internet technologies for complete automation of retail and distribution business. It is promoted by successful software, distribution and industry domain experts. GoFrugal Technologies has a strong development team in its headquarters at Chennai and has field sales & support team spread throughout India. It has presence in 14 states and more than 50 locations in India with strong presence in semi-urban & rural towns. GoFrugal has 25000 satisfied users across India.

**Markets Served** - GoFrugal provides software products and solutions for retail, retail distribution & retail chain management. It supports multiple retail business & SKU types - FMCG, mobile, pharmaceutical, garment, textile, computer hardware, furniture, white goods, consumer electronics, food & beverages etc. GoFrugal products also support Multiple store formats and Business types - Convenience stores, hyper/super market, garment, hardware, electrical, retail distribution, cash and carry wholesale, consignee agents etc. Apart from that GoFrugal products is designed to suit the flexible business needs of the customer - Dependent, Independent & Franchise store models, Exclusive franchise, non-compete & complimentary product franchise and multi-brand outlets.

**For more information, Please contact:**

**Muthusamy Sivakumar**

Director - GoFrugal Technologies Private Limited  
09380931470

You can also visit [www.gofrugaltech.com](http://www.gofrugaltech.com) for more information.