

Celebrating

The Joint Venture Between Moore Singhi and Routa Digital



We are delighted to announce our foray into Technology Consulting.

H.E. Mr. Kimmo Lähdevirta recently hosted a reception at his residence in New Delhi to celebrate our exciting new joint venture with Finland-based Routa Digital. The event was attended by delegates from the Finnish embassy, top clients of Moore Singhi, and the Chairman of Routa, Mr. Pekka Halmet, along with his team, who had flown in from Finland for the occasion.

The event commenced with an address by the Ambassador, who spoke about the significant milestone of the 75th anniversary of diplomatic relations between India and Finland. He pointed out India's rapid economic growth and expansive digital transformation have positioned it as a global hub for technology and innovation with an ecosystem supporting sectors such as Cybersecurity and Artificial Intelligence. Finland is recognized globally for its robust technological landscape and innovative prowess, thus, highlighting the collaboration as not only beneficial but also transformative.



The event commenced with an address by the Ambassador, who spoke about the significant milestone of the 75th anniversary of diplomatic relations between India and Finland. He pointed out India's rapid economic growth and expansive digital transformation have positioned it as a global hub for technology and innovation with an ecosystem supporting sectors such as Cybersecurity and Artificial Intelligence. Finland is recognized globally for its robust technological landscape and innovative prowess, thus, highlighting the collaboration as not only beneficial but also transformative.



ABOUT THE JOINT VENTURE

This joint venture marks a significant milestone in **Moore Singhi's foray into Technology Consulting**, blending the legacy of trust and excellence in consulting with the cutting-edge tech solutions from industry experts Routa Digital.



Founded by three partners—Jarkko Hämäläinen, Pekka Halmet, and Krushna Mishra, Routa Digital, brings the shared passion and deep industry knowledge of the experts who provide a holistic approach to IT transformations and technology implementation. The Finnish company's tailor-made solutions have helped their prestigious clients like VOLVO, KONE, and NOKIA achieve a sustainable business growth.

Based in Helsinki and Espoo, Routa Digital boasts a global team of over 150 experienced professionals and offers a comprehensive suite of services, including **Digital Strategy, Product Engineering, Cloud, Data Analytics and Intelligence, Cyber Security Services, Automation and more.** They have successfully delivered cross-border support and operations in the Nordics, UK, and India, enabling them to serve clients worldwide with a seamless, unified experience.

This partnership not only enables the Singhi Group to leverage advanced Finnish technology for their clients in India but also potentially benefit other Moore network firms worldwide to capitalize on the opportunity and provide enhanced business capabilities to their clients using this joint venture as the fulfilment partner.