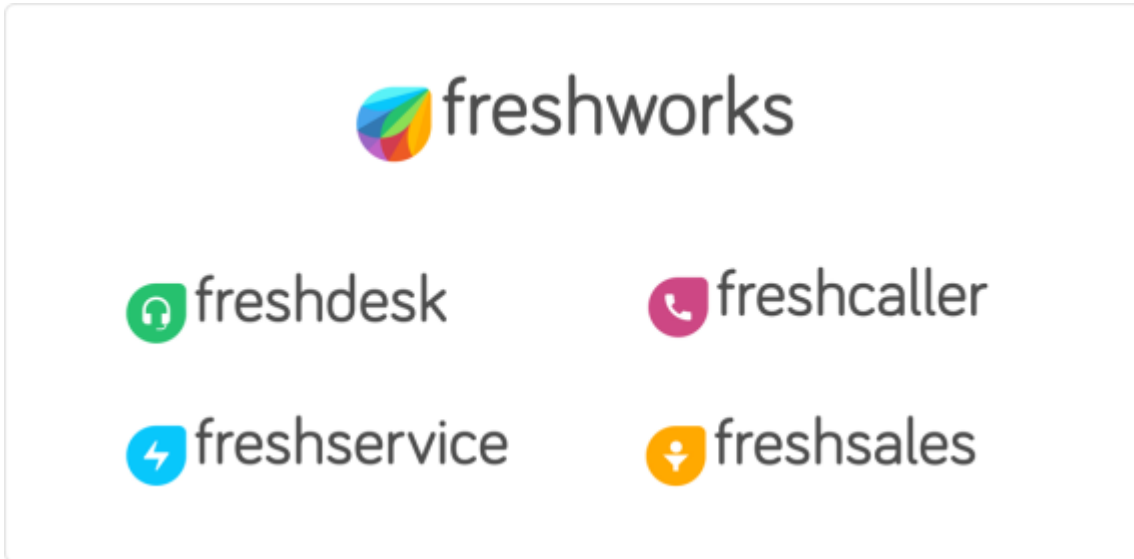




Freshdesk Inc. Is Now Freshworks Inc.

June 7, 2017

New umbrella brand provides product clarity, enables future growth of feature-rich, easy-to-use and affordable business software suite



Today Freshdesk announced the creation of [Freshworks](#), a new umbrella brand that will bring together the company's growing suite of business software. Following breakout growth of the company's customer support software, and the introduction of new products for IT Service Management ("ITSM"), customer relationship management ("CRM") and cloud-based call centers, Freshworks products are designed to help companies better engage and communicate with their customers and employees.

Today, the Freshworks suite of products includes:

- [Freshdesk](#): a multichannel customer support helpdesk which allows organizations to collaborate and support their customers through email, phone, websites, forums and social media
- [Freshservice](#): a cloud-based service desk and IT Service Management solution to address the growing complexity of teams' IT support needs through a simple but powerful interface
- [Freshsales](#): a full-featured CRM solution for sales teams handling high-velocity leads
- [Freshcaller](#): a fully functional call center on the cloud

"In 2010, we started Freshdesk as a 'fresh helpdesk' with a dream to make a dent in the world of customer support. While Freshdesk continues to grow exponentially, as a company, we moved beyond customer service by offering innovative products in the ITSM, CRM and call center domains. As we expand our vision and build more exciting products, we believe this is the right time to create a new brand that allows us to tell our multi-product story better," said Girish Mathrubootham, CEO & Founder of Freshworks. "Today, I'm happy to announce that we are rebranding the company as Freshworks. We're not in this just to change the way businesses do customer support, but to refresh the way they do business. Our goal is to build a company that is loved by employees, customers and shareholders alike."

Until now, businesses have had few options for business software, turning to all-in-one, cumbersome legacy solutions across the organization. These solutions are not only expensive, but also require long implementation cycles and are extremely difficult to use without expert training, neither of which are afforded by growing companies. At the same time, enterprises are also tired of wasting time and resources on trying to make everything work together. Freshworks offers a product portfolio that is easily implemented and affordable for companies of all sizes.

"For us, integrating customer support, sales and IT is critical to providing the best customer experience possible," said Amit Chaudhary, COO and Founder at Lenskart. "We started using Freshdesk in 2015 and began using Freshsales last year, and it's made a huge impact on how we communicate both with customers and internally. Companies like Freshworks are truly changing how businesses think about software, including enterprises"

Adopted by over 100,000 companies in 145 countries, Freshworks' mission is to help companies better engage and communicate with their customers and employees with refreshing business software. For companies looking to share customer data and insights across sales and support teams or quickly onboard and set-up new employees, Freshworks' integrated software products ensure all teams are working together in sync.

To learn more or sign up, visit <https://www.freshworks.com>.

About-Freshworks

[Freshworks Inc.](#) is the parent company behind the suite of products which includes Freshdesk, Freshservice, Freshsales and Freshcaller. The company's suite of products is designed to work tightly together to increase collaboration and help teams better connect and communicate with their customers and co-workers. Founded in October 2010, Freshworks Inc. is backed by Accel, Tiger Global Management, CapitalG, and Sequoia Capital India. Freshworks has its HQ in San Bruno, California and global offices in India, UK, Australia, and Germany. The company's cloud-based suite of SaaS products is widely used by over 100,000 customers around the world including Honda, Bridgestone, Hugo Boss, University of Pennsylvania, Toshiba and Cisco.

Media Contact

Arvind Parthiban

arvind.parthiban@freshworks.com