

Leal Software Solution: Subodh Murkewar Leading Nashik's Digital Future

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LEAL

SOFTWARE SOLUTION PVT LTD
HVAC SOFTWARE DEVELOPER

Leal Software Solution Pvt Ltd, a Nashik-based technology company, stands on a core belief: India should not only *use* world-class software—it should *create* it. The company's journey is not defined by overnight success or major funding rounds, but by one engineer's constant question: *"Can this be done better?"* This mindset has evolved into products and services now supporting businesses across multiple sectors.

A Founder Who Saw Opportunity in Everyday Workflows

The company's founder, **Mr. Subodh Murkewar**, began his career as a design engineer in the building and engineering industry. His profession demanded precise calculations, extensive documentation and constant revisions to meet client expectations. Alongside this technical work, he nurtured a strong passion for software development.

While many accepted repetitive tasks as part of the job, Murkewar saw patterns that could be automated. He questioned traditional workflows, asking whether software could take over routine tasks so people could focus on actual problem-solving.

This thought led to one of Leal's earliest internal innovations: **Code Automator**, developed in 2012. At a time when code generation tools were uncommon in small firms, Code Automator converted simple SQL table scripts into functional C# code within minutes. It eliminated the need for repetitive coding, reduced errors and significantly improved productivity. The tool quietly proved a larger point—that impactful software could be built from a modest Nashik office with limited resources but strong intent.

Identifying a Universal Pain Point Across Industries

As Leal's work expanded across clients, the team noticed recurring operational challenges:

- Jobs and leads tracked in isolated systems
- Invoices and payments recorded elsewhere
- Stock and inventory maintained on spreadsheets
- Service history scattered across messages and emails

Dealers, service providers, consultants, contractors and SMEs all faced the same problem: information was fragmented, slowing decisions and creating preventable stress.

To solve this, Leal created its first major commercial product—**Leal Business Solution for Dealers and Service Providers**. Originally developed for AC dealers, it quickly proved adaptable across industries. The idea was simple yet transformative: integrate job creation, invoicing, document management, stock control and AMC/service tracking into one platform.

For many clients, this became their first structured digital backbone, offering real-time visibility into work progress, billing, pending tasks and customer follow-ups. The experience reinforced a key lesson: great software does not need to be complicated; it needs to give business owners **control, clarity and peace of mind**.

Expanding Into Engineering Tools

Leal also developed specialised engineering and calculation software for design-focused firms. These tools aimed to convert complex, expertise-heavy processes into guided workflows—enabling organisations to work more accurately, reduce manual effort and train new employees faster.

Feedback from clients across sectors was consistently positive. Users highlighted that Leal's tools:

- Saved significant time
- Improved accuracy and consistency
- Standardised work across teams

However, the company also faced a familiar Indian-market challenge: many businesses appreciated the tools but were hesitant to invest in specialised software. Educating them about long-term value—time saved, errors reduced, opportunities captured—became a major part of Leal's early growth journey.

A Company Built on Trust, Not Hype

Leal is proud to be a Nashik-based company that has grown organically. Early sales relied on patience, repeated demos and relationship-building rather than marketing budgets. The company expanded steadily, powered largely by referrals and user trust.

Covid-19: A Turning Point of Demand

The pandemic brought unexpected momentum. While many businesses slowed down, Leal saw demand surge.

- Multiple online demos were delivered daily—sometimes five in a day
- Sales increased significantly as remote work became essential
- The company offered free 6–12 month licences to users financially affected but dependent on digital tools

This gesture, aimed at supporting the ecosystem rather than profits, earned long-term goodwill. Many temporary users later became loyal clients and strong advocates.

From a Product Company to a Full Technology Partner

Over the last 5–6 years, Leal has transformed into a full-spectrum technology partner offering:

- Web development
- App development
- SEO and search visibility
- Social media management
- Custom product development
- End-to-end digitisation services

Today, Leal serves clients from engineering, healthcare, education, retail, manufacturing and more—united not by industry, but by a common goal to work smarter and grow through technology.

Award Recognition

Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists. His selection marks a proud moment not only for him but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar** (Bollywood Actress)
- **Ms. Sonalee Kulkarni** (Indian Actress)
- **Ms. Prarthana Behere** (Indian Actress)

Expert Leadership Behind the Event

The event is hosted under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to support and uplift Maharashtra's rising entrepreneurs and creative talent.

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