

**Expertise:** System Development, Global Expansion, AI

**Industries:** IoT, Security, Telecom

# Scaling in India – Combain accelerates with Consat Orah



## Overview of the partnership

<b>Partners:</b>	Combain Mobile AB and Consat Orahí
<b>Launched:</b>	August 2024
<b>Objective:</b>	To establish a skilled development team in India to meet the growing global demand for Combain's positioning services.

With support from Consat Orahí, Swedish company Combain has built a strong development team in Gurugram. The team works with AI, positioning technology and backend development, enabling Combain to deliver faster while continuing its international growth.

Combain develops global positioning services for connected devices that work where GPS cannot. The technology is used in body-worn cameras, alarm buttons and IoT systems to enhance safety in complex environments.

When the company signed a major customer contract in India, local presence became a requirement. For Combain, that meant taking a new step: building a team on site. But how do you do that without setting up a completely new organisation from scratch?

The answer was a partnership with Consat Orahí.

**“We needed to quickly find a model that allowed us to scale while maintaining quality in product development. What Consat offers is not just an office – it’s a team with the right technical level and a way of working that fits ours.”**

Rikard Windh, founder of Combain

### A pragmatic partner

Combain already had good experience collaborating with Indian consultants but wanted to build something more sustainable. With support from Business Sweden, they connected with Arun Bhati and Sameer Khanna at Consat Orahí – and just a few months later, the team in Gurugram was up and running.

Today, a dedicated development team via Consat Orahí works closely with Combain's office in Lund. The focus areas are software development, AI and positioning. The team is fully integrated into Combain's product development and collaborates daily with the Swedish developers.



## Challenge

To establish a local development team in India with the right technical level and alignment – without building a new organisation from scratch.

## Solution

A dedicated team focusing on software development and AI through Consat Orahi, with full support for recruitment, work environment and administration. Agile delivery, CI/CD and technical leadership are built into the model.

“We’re building advanced systems, often handling large data volumes and real-time requirements. The team in India is a key part of that work,” says Rikard.

Consat Orahi provides not only local operations and practical support but also technical expertise, architectural guidance and a proven way of working. Vinay Dhar, who leads Consat’s global digital offering, explains:

“For Combain, we’ve combined agility with long-term growth – through dedicated teams, flexible resources and digital engineering that shortens time-to-market.”

## The challenge

Combain needed to establish a dedicated software team in India with the right competence and working methods – without building an entirely new organisation from the ground up.

## The solution

The collaboration is based on a model called Product-Oriented Development (POD), where the team works long-term and close to the business – not on fragmented assignments. The model makes it easy to grow or adjust the team over time without losing momentum or focus.

“We’ve found a setup that gives us full flexibility. For instance, we can start by collaborating with interns or move straight to recruitment. It allows us to adapt to each need,” says Rikard.

At the same time, delivery capacity is ensured through a holistic approach to work environment, onboarding, continuous learning and secure processes – with ISO 27001 certification underway.



## Results at a glance

- Fast setup – fully operational team within weeks
- The right skills – 11 specialists in development, testing and technical leadership
- Efficient delivery – agile methods with CI/CD and code review
- Increased capacity without external funding
- Value-driven partnership – a technical partner, not just operational support

## Summary

- Combain needed local presence for a customer project in India
- Consat Orahi built a strong and scalable software team
- The result is greater capacity and a continued focus on product development
- The partnership is a key part of Combain's global growth strategy

## The result

Thanks to Consat Orahi, Combain quickly scaled its development capacity and met rising demand from new customers – without raising external capital or losing pace in product development.

**“We’ve found a model that works for us. We’re still a small company, so it’s important to be smart with our resources.”**

**Rikard Windh, founder of Combain**

## A value-driven partnership

With Consat Orahi, Combain has built a strong and scalable team that plays a central role in the company's international expansion. The partnership is not only about operational support – it's about technical competence and a way of working that strengthens business development.

“Sweden is a small market – we're only ten million people. India has 1.4 billion. If you want to grow globally, you need to take that step – and you need a partner who can help you do it right,” says Rikard.