



**FOR IMMEDIATE RELEASE**

## **V-Soft Consulting Group Inc. to Expand Louisville Headquarters**

FRANKFORT, Ky. (Sept. 18, 2014) – Governor Steve Beshear and Mayor Greg Fischer today announced V-Soft Consulting Group Inc. plans to expand its company headquarters in Jefferson County.

V-Soft, a minority, woman-owned business solutions group, plans to create up to 25 new jobs and invest more than \$200,000 into the project.

“Even more than the impact of 25 jobs, V-Soft is a company that helps make other companies better, and that benefit will mean even greater things down the road for Louisville and the Commonwealth,” said Gov. Beshear. “I’m pleased that V-Soft has chosen Kentucky to serve its clients around the world.”

“We are getting a lot of traction with our newest business cluster, business services, and are seeing more growth in this sector by companies considering Louisville as a place to do business,” said Mayor Greg Fischer. “V-Soft’s expansion demonstrates Louisville’s great business environment, with its addition of high-wage jobs for our community.”

V-soft is looking to expand its headquarters to increase its sales force and have a centralized location for additional technical personnel. With the growth of cloud-based technologies, the company says the Louisville facility on Stanley Gault Parkway can serve clients outside the state.

“This is a huge opportunity for V-Soft Consulting and its future business partners, but it’s an even bigger prospect for the community,” said V-Soft President Purna Veer. “We are looking forward to hiring more of Kentucky’s finest business professionals as well as having more opportunities to give back to our community.”

Founded in 1997, V-Soft Consulting is an IT staffing and IT business solutions firm with employees across the U.S. and India. The company focuses on IT professional staffing and recruitment, custom application development and software implementations. Clients include the American Board of Family Medicine, Trover Solutions, Kentucky Farm Bureau and the Louisville Water Company among many others both locally and nationally. V-Soft Consulting currently employs 55 professionals in Kentucky.

“The news about V-Soft’s expansion is exciting,” said Sen. Julie Denton, of Louisville. “Information technology and business consulting are growing job markets, and to have such a company based in Louisville is a boon for our city as well as our state.”

“I personally want to congratulate V-Soft on its announced expansion in Jefferson County, which will only add to the further expansion of our local economy and provide opportunities to our workforce,” said Rep.

Ron Crimm, of Louisville. “It’s proof that Louisville offers a high quality of life and a diverse economy for firms like V-Soft to grow and expand.”

To encourage the investment and job growth in Louisville, the Kentucky Economic Development Finance Authority (KEDFA) preliminarily approved the company for tax incentives of up to \$200,000 through the Kentucky Business Investment program. The performance-based incentive allows a company to keep a portion of its investment over the term of the agreement through corporate income tax credits and wage assessments by meeting job and investment targets.

Information on Kentucky’s economic development efforts and programs is available at [www.ThinkKentucky.com](http://www.ThinkKentucky.com). Fans of the Cabinet for Economic Development can also join the discussion on Facebook or follow on Twitter. Watch the Cabinet’s “This is My Kentucky” video on YouTube.

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