

MAQ Software

SOCIAL IMPACT REPORT

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About MAQ Software

We exist to build great software. That's our shared purpose and brand promise to our customers.

Founded in 2000, MAQ Software specializes in data and analytics services. [102-1, 102-2] As a Microsoft Fabric Featured Partner, MAQ Software enables leading companies to accelerate their business intelligence and analytics initiatives. Our solutions enable our clients to improve their productivity, reduce costs, increase sales, and build stronger customer relationships.

Our clients consistently recognize us for providing architecture and governance frameworks using Well-Architected Framework, implementing best practices to optimize performance dashboards, and building team capability through training programs.

To expand Power BI capabilities, we published 43 certified visuals with over 3 million downloads. We are the second largest provider of Power BI custom visuals on Microsoft App Source (after Microsoft), the online marketplace for business applications and services. Our top downloaded custom visuals include Gantt Chart, Calendar Visual, Organization Chart, and Box and Whisker Chart.

Our company operates within the professional services spectrum, which ranges from commodity to rocket science services. Commodity services are standardized and easily replicable, while procedure services involve specialized knowledge and processes. Gray hair services rely on the experience and judgment of seasoned professionals, and rocket science services are cutting-edge and highly specialized. We focus on procedure services, delivering high-value, expert solutions that set us apart from those offering more standardized services.

Our clients choose to work with us because they are confident in our software delivery. Their confidence results from our commitment to consistent outcomes, reduced time to market, and a transparent workflow. Our clients benefit from daily software updates, agile practices, domain expertise, and quickly implemented feedback.

We work closely with marketing, operations, and product groups across North America-based Fortune 500 companies. [102-6] More than 50,000 product, sales, and marketing managers use custom applications (both on-premises and cloud hosted), line-of-business (LOB), and data analytics and business intelligence (BI) solutions created and managed by us. [102-2]

MAQ Software is privately owned and headquartered in Redmond, Washington. [102-3, 102-5] We have engineering centers in Plano, Texas, and Noida, Mumbai, and Hyderabad, India. [102-4] Worldwide, we occupy over 200,000 square feet of engineering space. MAQ Software has over 1,800+ full-time software engineers across our five advanced engineering centers. [102-7]

Entirely focused on enterprise customers, we work with 50 Fortune 500 companies. As a premier supplier to Microsoft for two decades, all our clients benefit from our extensive insights into the platform and engineering practices. Microsoft has awarded us nine specializations for meeting their highest standards of service.

With our globally integrated teams, we deliver solutions with increased velocity and tech intensity. Our daily delivery and feedback model offers the flexibility to adapt solutions to changing business needs.

Our dedication to customer success has led to sustained growth. *Inc.* magazine has recognized us for sustained organic growth by listing us on the Inc. 5000 list twelve times – a rare honor.

Awards & Certifications

Twelve-Time Honoree, Inc. 5000, Fastest Growing Companies in America

Inc. has honored [MAQ Software](#) on its prestigious Inc. 5000 list twelve times, a rare achievement. Since 2007, Inc. magazine has recognized more than 39,000 unique companies on its Inc. 5000 list based on the sales growth of the companies. Less than 0.4% of Inc. 5000 companies demonstrate sustained growth by appearing twelve or more times.

For more than 30 years, the *Inc.* list has served as evidence of the significant accomplishments of enterprises such as Intuit, Zappos, Under Armour, Microsoft, Jamba Juice, Timberland, Visa, Clif Bar, Patagonia, and Oracle.

9 Microsoft specializations

Microsoft has awarded MAQ Software [nine specializations](#) for meeting Microsoft's highest standards of service delivery.

1. [AI Platform on Microsoft Azure](#)
2. [Analytics on Microsoft Azure](#)
3. [Build AI Apps on Microsoft Azure](#)
4. [Data Warehouse Migration to Microsoft Azure](#)
5. [Kubernetes on Microsoft Azure](#)
6. [Migrate Enterprise Applications to Microsoft Azure](#)
7. [Copilot](#)
8. [Cloud Security](#)
9. [Threat Protection](#)

Recognized Industry Leader

Microsoft honored MAQ Software as the Microsoft Power BI Partner of the Year.

The [Microsoft Partner of the Year award](#) recognizes a Microsoft partner that delivers outstanding successes and innovations using Microsoft technologies. Microsoft selected MAQ Software for this global award for delivering innovative business intelligence and analytics solutions using Microsoft Power BI.

Microsoft Solutions Partner

Microsoft recognizes MAQ Software as a Solutions Partner with designations in [Data & AI](#), [Digital & App Innovation](#), [Business Applications](#), [Infrastructure](#), and [Security](#).

As a Microsoft Solutions Partner, our clients can benefit from specialized expertise and experience in delivering Microsoft solutions, access to extended resources, and latest industry knowledge. Learn more about our offerings by visiting our [partner page](#) on Microsoft AppSource.

Microsoft Preferred Supplier

MAQ Software is a preferred supplier for Microsoft since 2000. Our supplier status confirms the confidence Microsoft Corporation has in our quality and delivery model.

Amazon Consulting Partner

MAQ Software is a Consulting Partner for Amazon Web Services based on our technical expertise and verified client references.

Snowflake Technology Partner

Our partnership with Snowflake provides our customers with access to a powerful data warehouse platform that accelerates time to insights, improves decision-making, and drives innovation.

Databricks Technology Partner

Our customers benefit from expanded capabilities, reliability, and expert domain knowledge for their analytics and AI initiatives.

ISO/IEC 27701:2019 – Privacy Information Management

MAQ Software is certified ISO 27701:2019 by the British Standards Institution.

ISO 27701 standards provide guidance for establishing, implementing, maintaining, and continually improving a Privacy Information Management System (PIMS). They serve as an extension of ISO/IEC 27001 for privacy management within MAQ Software.

ISO 27001:2022 – Information Security

MAQ Software is certified ISO 27001:2022 by the British Standards Institution.

ISO 27001 standards, the only auditable international standard, provide an Information Security Management Systems (ISMS) model for adequate and proportionate security controls to protect information assets.

ISO/IEC 27018:2019 – Cloud Security

MAQ Software is certified ISO 27001:2022 by British Standards Institution.

ISO/IEC 27018:2019 is a code of practice that focuses on protection of personal data in the cloud. It is based on ISO/IEC information security standard 27002 and provides implementation guidance on ISO/IEC 27002 controls applicable to public cloud Personally Identifiable Information (PII).

Team Members & Culture

Our founders developed MAQ Software’s values, mindsets, and habits at the outset of our formation as a company. These values, mindsets, and habits are critical to our success. Our leadership team revisits our foundational beliefs every quarter to ensure that team members are aligned with the beliefs that drive our growth. Although we continually revise our habits to adjust to changing times, our core values never change.

Values [102-16]

We follow four core values: integrity, commitment to customer success, adoption of the latest technologies, and delivery orientations. Our values align our team members and ensure consistent, high-quality deliverables for our customers.

Integrity

For us, integrity means honesty and transparency with customers. We strive to keep customers informed of our progress by issuing daily builds and progress reports. With the dynamic nature of the modern business environment, responsiveness and flexibility are key. Our agile workflow ensures that we respond quickly to customer needs and adjust as necessary at each step of the production process.

Commitment to Customer Success

As Peter Drucker, the founder of modern management, once stated, “The customer is the foundation of a business and keeps it in existence. He alone gives employment. And it is to supply the consumer that society entrusts wealth-producing resources to the business enterprise.” We embrace this philosophy in every aspect of our business. Many businesses preach adages about placing the customer first, but we truly believe we don’t succeed unless our customers succeed. For this reason, our commitment to customer success remains our core motivation in every project we pursue.

Adoption of the Latest Technologies

Adopting the latest technologies is closely tied to our commitment to continual learning. We pride ourselves on our knowledge of new technology, which allows us to confidently develop creative, innovative solutions. Adopting the latest technology and automation processes also allows us to increase efficiency, thus providing the

best possible economic value to our customers. In turn, the advancements in technology we pass to our clients allow them to outpace their competition.

Delivery Orientation

Continuous software delivery is a critical component of our commitment to customer success and our agile workflow. Because modern business environments are so dynamic, product requirements often shift midway through the production process. Daily builds allow our clients to test software as early as possible and identify issues or required changes immediately. Involving the client in the development process also builds trust, resulting in a final product that is precisely tailored to the client's needs. With continuous delivery, our teams gauge clients' reactions throughout the build process and quickly adjust their behavior to improve effectiveness.

Our Mindset

Our mindsets determine who we are, how we live, and who we become. According to Stanford psychology professor and researcher Carol Dweck, "The view you adopt for yourself profoundly affects the way you lead your life." Those who adopt a growth mindset believe they can develop the qualities necessary for success and are willing to work for it.

The Mindset Scorecard in **Appendix A** lists eight mindsets in various stages of development. Our team members complete the Scorecard, review each of the eight mindsets, and find the score that is the closest reflection of themselves.

Our Habits

Understanding our mindset opens the door to changing ourselves for the better. However, recognizing our mindset is often difficult. As our mindset drives most actions, it is easier to uncover our mindsets by observing our behaviors. The table in **Appendix B** outlines positive and negative behavioral indicators associated with certain mindsets. Comparing our habits against this table helps us identify what types of behavioral changes will improve our performance.

Workforce & Diversity [102-8]

MAQ Software has 1,800+ team members across five global engineering centers. All team members are employed full-time; we do not currently have any contract workers. [102-8] Occasionally, we may hire temporary or contract workers based on project demand.

Our team members come from diverse geographic and ethnic backgrounds, which contributes to a well-rounded approach to business objectives. Our team members originate from 12 countries, including India, the United States, Indonesia, Malaysia, Japan, Pakistan, South Korea, Vietnam, China, Nepal, Thailand, and Taiwan.

We actively promote gender diversity at all levels of our organization, including senior management. Over 30% of our team members are women, which is significantly higher than the broader technology industry, especially software development.

During a recent building renovation, MAQ Software focused 20% of the budget on accessibility upgrades for disabled employees and visitors.

Learning & Development

Employability of new and recent engineering graduates is a widely reported crisis. Every year, we recruit and train hundreds of recent graduates on the latest software tools and engineering processes. Following work-study approach, we provide a rigorous exposure to help new engineers learn technical and professional skills. After training, we retain nearly 90% of the graduates. With the advent of Artificial Intelligence (AI), we train new graduates on using Large Language Models (LLMs) to develop and document code.

We use the flipped classroom model, a peer-based active learning approach to train our engineers. Our training program is very different from the classroom-style of education used in the broader software industry.

Certifications

Because continuous learning is one of our core values, we emphasize independent vendor-based certifications. These certifications give our team members pride in their technical expertise and add to their professional qualifications. When we evaluate promotions, we emphasize progress towards certifications. Team members that demonstrate increased proficiency via certifications perform more complex tasks and assume greater responsibilities.

While the certifications are a substantial expense for our company, we view them as an investment in the future success of our team members.

Boot Camps

Our first formal extended peer-based 90-day training program (informally called “Bootcamp”) started in July 2003 with twenty engineers. The goal was to induct each new engineer into the company.

By the end of the training (which lasts three weeks), attendees understand the software tools and relevant technologies that we work with. New engineers demonstrate their understanding by obtaining independent vendor certifications. Currently, we divide new hires into groups of 15 to 20 members. Even if there are unplanned absences, there are still 12 to 15 members present each day in groups of this size. Experienced engineers facilitate the groups and provide technical support and general guidance when trainees need help.

We always pair two students to work as a team. Based on a well-defined curriculum or set of topics (say, ten chapters from a book), we assign chapters to specific teams. These teams learn and present their chapters to the rest of the group.

Each attendee’s presentation lasts 60 to 90 minutes. After the presentations, the group works on assigned programming exercises and workshops. When designing our active peer learning programs, we incorporate educational materials from many

sources. We use CodeAcademy, Coursera, and EdX material. We also use Microsoft Certification Training Kits for relevant products. Such materials serve dual purposes. First, they provide the content we need to teach new hires about Microsoft tools. Secondly—and perhaps more importantly—they show new engineers several available resources. When these engineers encounter a problem in their future work, they know where to start looking for help.

Weekly Learning Hour

Every week, each of our engineering locations conducts a one hour “Learning Hour” session. In the learning hour, individual team members present on topics relevant to their expertise. Topics range from project status updates to new software features, to writing tips. The learning hours are an excellent opportunity for team members to expand their knowledge in a relaxed setting.

Study Groups

Our engineers participate in small eight to ten-person study groups. The study groups meet twice weekly for one hour to discuss assigned topics relevant to their areas of work. Each study group member presents one topic related to the training assignment to the rest of the group.

Team members complete Microsoft Self Study Training Guide assignments on their own and test their skills with internal quizzes and examinations. Within six to twelve weeks, the teams develop enough expertise to use new technology systems successfully. Our engineers find that the study groups create better learning outcomes than working individually.

Ethics & Governance

We are committed to working with the highest quality team members and strictly adhering to ethical and fair practices in our business activities.

Our management maintains a strong commitment to corporate ethics. Our written guidelines ensure that our operations are conducted fairly, with equal consideration given to all team members and clients. So far, we were not subject to any significant monetary fines or nonmonetary sanctions for noncompliance with laws or regulations in any country. [419-1] No legal actions for anticompetitive or antitrust behavior were ever filed against MAQ Software. [206-1]

Mechanisms for Advice About Ethics [102-17]

MAQ Software provides multiple avenues for guidance regarding ethical issues. Our extensive employee handbook includes guidelines for equal employment opportunity (EEO), harassment, avoiding conflicts of interest, ethical business practices, and standards of professional employee conduct.

The managing consultants of MAQ Software maintain an open-door policy for all team member concerns. Our management encourages team members to discuss with

management any subject pertaining to their employment. If for any reason team members do not feel comfortable talking with their immediate managers, they are encouraged to contact any of the managing consultants.

Training & Self-Efficacy

We view training as the greatest contributing factor to our sustained growth. Over the years, we have identified ten attributes of successful training programs:

1. **Extensive entry-level training that focuses on exactly the skills in which you wish to be distinctive.** The software industry in India has been training new engineers extensively for decades. Our technical program stands out because it focuses on teaching technical skills around the latest software technologies that are used by our customers.
2. **All employees are treated as potential long-term employees.** For years, we have offered comprehensive and rigorous training to all employees. Although training everyone is expensive, we want to ensure that each employee (including temporary employees and interns) completes the training. Given the high attrition rate in the software industry, it is tempting to just teach the basics. We lean, however, toward comprehensive training.
3. **Regular training is required.** As practicing engineers, many of us are comfortable with our ways of working. At MAQ Software, however, we require all our employees to regularly learn new technologies to remain up to date. Team members typically go through a new training cycle every quarter.
4. **A lot of time and money is invested.** Despite the high costs involved, we remain committed to reimbursing employees for industry certifications. The value of a well-prepared team far outweighs the expense when it comes to achieving our goals.
5. **On-the-job training matters.** Our teams learn by doing. As soon as possible, we assign engineers to projects where they can apply what they have learned. Over time, the project work adds to their learning.
6. **There are no limits to the skills that we can teach to everyone profitably.** We work with team members to help them improve their English, their presentation skills, and their skills in technologies (such as machine learning). These skills may not be immediately relevant to their projects, but they help us serve our customers better.
7. **Training is used to commit to a new strategic direction.** Because the software industry requires new skills every few years, we commit to training in new areas where our company is focused. In the past, we were committed to cloud and mobile technologies first. Now, our work revolves around artificial intelligence (AI). We have expanded our training to ensure that everyone is focused on an AI-first strategy.
8. **Training is emphasized in times of crisis.** Every few years, our projects end. After working at a fast pace, we're suddenly left with a large team without any projects to

work on. Having team members without active projects creates anxiety and, sometimes, a feeling of crisis in the company. To combat this, we refocus our energy on learning new technologies until the next project begins.

9. **All training is driven by operating managers.** Our CEO actively participates in training discussions. Every year, no matter how busy he is, he spends several days giving training to our team members. All our managers drive the training. So far, we have avoided a separate training department that is disconnected from the reality of our project work.
10. **Training is used to teach the organization's vision and values.** Because our senior-most managers lead and coordinate the training effort, they also model the company values and share the company vision. In our experience, it is very effective to have managers share their own anecdotes that demonstrate company values. Trainees remember these stories.

We've also improved self-efficacy in the workplace through a seven-step approach:

1. **Hire better engineers.** Our hiring practices ensure that new hires are better qualified than our previous hires. To build teams with high self-efficacy, we recruit from increasingly higher ranked universities and insist on ever-better academic records. Strong and consistent academic performance usually reflects a high commitment to tasks beyond the university curricula.

In a competitive market, it is not easy for any company to keep its hiring bar high. Over the years, we have debated lowering our hiring standards. In the rare instances when we compromised and brought on employees of a lower academic caliber, we have suffered. We have vowed not to repeat the same mistake. Although having a degree from a great school does not guarantee managerial success, achieving high academic performance does usually correspond with doing a good job at our company. Our mistakes have served as great reminders of what not to do and have offered learning opportunities for our managers.

2. **Offer the right role models.** We assign key managers to serve as mentors and trainers to new hires. We strongly encourage managers to take advantage of the certifications and extended training programs we offer. This gives them additional professional development and learning opportunities. When new trainees see that others in the company who participated in our training have experienced professional growth, they feel confident and persist in learning, which increases their own self-efficacy.
3. **Follow Agile and Lean software development practices.** With this approach, team members are assigned tasks based on their interests, abilities, and project needs. As engineers gain proficiency, they are moved to more challenging and interesting job assignments. Over time, engineers gain the mastery, perspective, and confidence to autonomously handle complex problems. With self-

management, we also increase management's span of control and reduce overhead.

4. **Show confidence in our teams' ability to master tasks quickly and provide great solutions.** By using continuous and incremental software delivery approaches, we increase self-efficacy with every build that is deployed. With daily software and work product delivery to clients for review, we increase team self-efficacy every day.
5. **Set reasonable daily goals.** Our engineers receive small work items that do not last more than six-and-a-half hours. Barring unknown challenges, most team members can reasonably complete the tasks in one eight-hour day. By limiting work items to bite-sized chunks, we break down complex problems with long cycles into everyday successes.

On the other hand, if a team takes on a complex challenge and fails, the team members' self-efficacy may decrease. These failures may result in a downward spiral of increasingly lower self-efficacy, leading to a dip in performance.

6. **Help improve self-management skills, such as time management.** Time management skills include punctuality, self-organization, discipline, and goal setting. Most organizations cover these soft skills through orientation training, ongoing discussions, and role modeling. Over the years, we have worked hard to share these practices through role modeling, individual development plans, and technical certification goals.
7. **Provide constructive feedback and appreciation to team members.** These activities also increase self-efficacy. Research shows that 65% of workers received no recognition in the workplace in the last year. All companies—including ours—can do more to improve our employees' everyday performance.

Recently, we started using Teams at work to publicly thank employees for specific instances of exemplary performance.

Data Privacy

We have had zero substantiated complaints regarding breaches of customer privacy. We have not received complaints from outside parties or complaints from regulatory bodies. There have been zero identified leaks, thefts, or losses of customer data. [418-1]

MAQ Software is committed to protecting its information and information systems. As part of that commitment, we have implemented an Information Security Management System in accordance with ISO/IEC 27001:2022. The Information Security Management System applies to business functions for application and software development, as well as maintenance and support functions, including human resources, information technology, administration, and accounts at the Mumbai, Hyderabad, and Redmond locations.

The purpose of the Information Security Management System is to protect information assets from all threats—whether internal or external, deliberate, or accidental—and to identify and manage the associated risks.

As a part of the Information Security implementation, it is important to:

- Secure information against unauthorized access and inadvertent disclosure.
- Provide confidence to business partners and associates who must share information with us.

MAQ Software has implemented various logical and physical security access controls to ensure the confidentiality, integrity, and availability of information system assets. By providing a framework, ISO 27001 reinforces our security practices and provides an effective means of communicating and implementing security requirements throughout the company.

We ensure that all project-related activities occur in the customer-provided infrastructure. Using cloud-based servers, we create development environments to simulate the production environment. All customer data is stored on customer platforms and data centers. We do not store any customer data on local servers. Multifactor authenticated connections are used to access and host the build in the customer infrastructure for the preproduction stage of the project.

We use security mechanisms such as Row-Level Security (RLS) to access data stored on cloud platforms. Our solutions follow Microsoft Azure security guidelines for secure data storage and access using SQL 2019 features.

MAQ Software follows GDPR requirements to ensure the privacy of customer data. We only collect personal data for identification purposes and limit its use to the scope of individual projects. Customers are encouraged to contact us at any time regarding questions about the use of their personal data.

Community Impact

MAQ Software uses our resources and software expertise to improve education and healthcare around the globe. Advances in mobile computing, internet access, and AI technology are creating new opportunities to improve access to education and living conditions.

Digital Booster Labs for Low-Income Students

To address educational inequities, MAQ Software partners with government-aided secondary schools across Uttar Pradesh to establish Digital Booster Labs, providing internet-connected computer labs. These labs support students from low-income families (bottom 20% by income) by offering an accessible learning space for mathematics and science. These subjects are taught through Khan Academy's free Hindi platform. Serving over 200,000 students from Class 6 to Class 12, each lab operates 365 days a year, from 6:00 a.m. to 6:00 p.m., with comfortable furniture and high-performance computers to create an optimal learning environment.

Learn more about our education initiatives here: [Foundation for Excellence](#).



Students engage in interactive learning sessions in Uttar Pradesh, India.

Expansion of Computer Labs and Target Districts

Since 2019, MAQ Software has expanded to 143 locations across 29 districts in Uttar Pradesh, now reaching 8 additional tehsils to enhance digital accessibility. Each lab is equipped with modern hardware, including 20 computers with 21.5" LED monitors, Raspberry Pi, and Chromebox units. Upgraded labs now feature Raspberry Pi 5 units and Chromebox 4 systems, to be specific. By using Khan Academy content, we reduce cognitive load for students by aligning teaching materials with the UP Board syllabus in Hindi.

Partner Schools



143 schools in 29 districts

Aligarh

1. Shri Mad Brahmanand Inter College
2. DAV Inter College
3. Uday Singh Jain Kanya Inter College
4. Dharma Samaj Inter College
5. Raghuviveer Sahay Inter College
6. Chiranjeevi Girls Inter College
7. Ratan Prem DAV Girls Inter College
8. Shri Maheswar Girls Inter College
9. Babu Lal Jain Inter College

Amroha

1. JS Hindu Inter College
2. AW Faiz-e-Aam Inter College
3. Abdul Karim Khan Inter College
4. Imamat Madaris Inter College
5. Aley Ahmad Girls Inter College

Agra

1. Saghir Fatima Girls Inter College
2. Ahmadiyya Hanafia Girls Inter College
3. Ratan Muni Jain Inter College

Ayodhya

1. SSSV Inter College
2. Mahuraja Inter College
3. Adarsh Inter College

Bareilly

1. Islamia Girls Inter College
2. Islamia Boys Inter College
3. Sahu Gopinath Girls Inter College
4. Shri Subhash Inter College
5. Ram Bharose Girls Inter College
6. Sahu Ram Swaroop Degree College

Budaun

1. Shree Krishna Inter College
2. Kadamath Mahila Inter College
3. Municipal Girls Inter College
4. Hafiz Siddique Islamia Inter College
5. Singler Mission Girls Inter College
6. Parvati Arya Kanya Sanskrit Inter College

Mathura

1. Shri Chitra Gupta Inter College
2. Christian Inter College
3. Narsingh Yadav Inter College

Meerut

1. Shri Chitra Gupta Inter College
2. Christian Inter College
3. Narsingh Yadav Inter College

Moradabad

1. Shri Chitra Gupta Inter College
2. Christian Inter College
3. Narsingh Yadav Inter College

Muzaffarnagar

1. S.D. Inter College
2. Jean Kanya Inter College
3. Vedic Putri Pathshala Inter College

Prayagraj

1. Lala Manmohan Das Inter College
2. Arya Kanya Inter College
3. Majdiya Islamiya Inter College
4. Mahila Gram Inter College

Saharanpur

1. S. A. M. Inter College
2. Islamiya Inter College
3. J. V. Jain Inter College

Sambhal

1. Zia-Ul-Uloom Inter College
2. Hind Inter College
3. Shankar Bhushan Sharan Janta Inter College
4. Brij Ratan Arya Kanya Inter College
5. Acharya Muktesh Hakeem Rais Saraswati Inter College
6. BMG Inter College (Chandausi)
7. FR Inter College (Chandausi)

Shahjahanpur

1. Arya Mahila Inter College
2. Sardar Patel Hindu Inter College
3. Guru Nanak Pathshala Kanya Inter College
4. Arya Kanya Inter College
5. National Girls Inter College
6. Vivekanand Library - a community centre
7. Marwari Pathshala - a community centre
8. Vinoba Bhave Inter College, Kanti
9. Powayan Inter College, Powayan
10. Seth Siya Ram Inter College, Jalaabad

Sitapur

1. Municipol Inter College
2. Hindu Kanya Pathshala Inter College
3. Arya Kanya Inter College
4. Raja Raghunath Dayal Inter College
5. Gandhi Vidyalaya Inter College

Varanasi

1. Sri Agrasen Kanya Inter College
2. Sri Vallabh Vidhya Peeth Inter College
3. Arya Mahila Inter College
4. Uday Pratap Inter College
5. Ram Morar Inter College

www.Excellence.Foundation

Scalability and Sustainability

Our model, built for easy replication, uses low-cost technology such as Raspberry Pi 5 computers and IKEA furnishings. This enables us to manage low operational costs while scaling to reach hundreds of students. We plan to set up and operate 200 labs across 40 districts by the end of 2026, which underscores our commitment to digital equity in education across Uttar Pradesh.

Support for Competitive Exam Preparation

We've introduced offline classes in labs to help students prepare for competitive exams like NMMS, Sainik School, Jawahar Navodaya Vidyalaya, and SHRESHTA Scheme. With the distribution of 10,000 NMMS scholarship exam guidebooks to help students prepare for scholarship examinations. In addition, our 400+ staff volunteers use the Digital Labs to prepare and qualify for highly sought-after State and Central government jobs.

Lab, Student, and Volunteer Engagement Impact

MAQ Software has directly impacted over 200,000 students with free Khan Academy math and science lessons in Hindi. Additionally, 419 trained volunteers manage labs across 29 UP districts, with each volunteer undergoing rigorous training on Khan Academy, Coursera, and TEDx. Weekly Learning Hours ensure volunteers stay updated and improve lab performance, community engagement, teamwork, and digital skills.

National Merit Cum Means Scholarship

Year	Students	Scholarship value
2025	1,037	₹4,97,76,000
2024	705	₹3,38,40,000
2023	241	₹1,15,68,000
2022	101	₹48,48,000
Total	2,084	₹10,00,32,000

We support our students to prepare for the Government of India National Merit Cum Means Scholarship (NMMS). Over 2,084 students have earned the prestigious scholarship.

Preventing Avoidable Blindness in India

Our organization is dedicated to advancing eye care in North India, with a state-of-the-art eye hospital at Ansal Plaza, Pari Chowk, Greater Noida. In collaboration with leading eye care institutions, including Dr. Shroff's Charity Eye Hospital in Delhi and Aravind Eye Care System, we bring high-quality services to our communities. To date, we have performed 2,000 free cataract surgeries using advanced Phaco techniques with Acryfold lenses, typically valued at ₹12,000.

We are on track to complete 2,800 surgeries over the next 12 months for low-income, uninsured individuals. Additionally, we conduct free community screening camps across Uttar Pradesh to support underserved populations. For paying patients, we offer affordable Phaco surgeries with Acryfold lenses for ₹5,800, along with low-cost options for imported lenses. Our commitment to accessible eye care extends to comprehensive eye examinations, available for a nominal OPD charge of ₹100.

Through a partnership with Dr. Shroff's Charity Eye Hospital, our staff volunteers also receive basic eye-screening training and conduct screenings for students. This program has enhanced volunteers' skills and promotes career development through health and nutrition education.



Eye care and screening at Ansal Plaza, Pari Chowk, Greater Noida

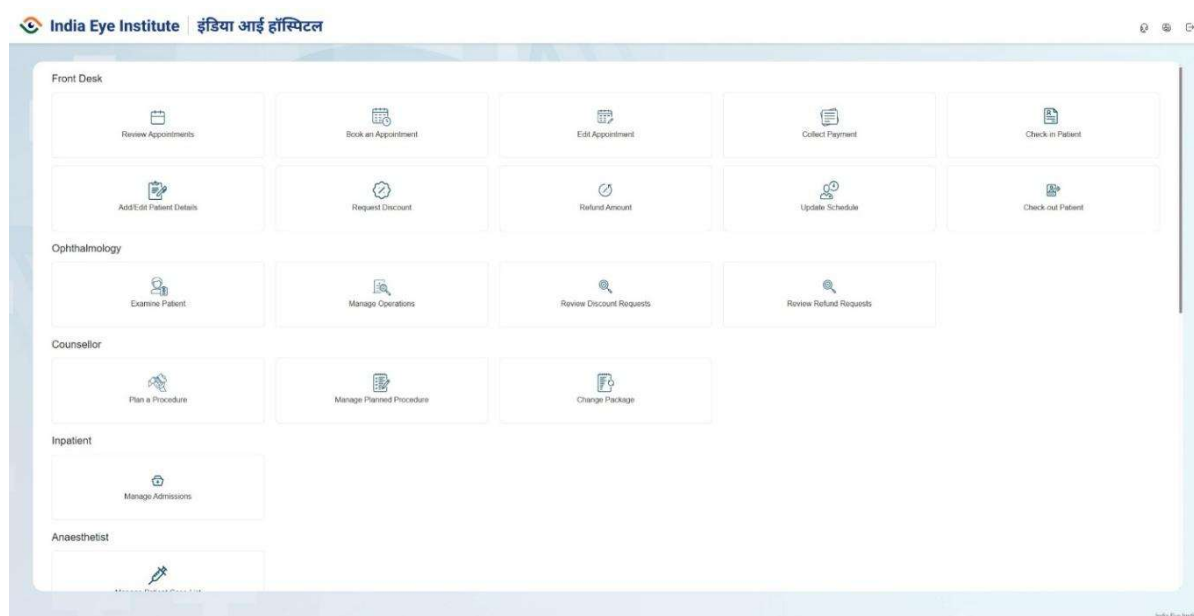
Hospital Operating System and Electronic Medical Record

To support our mission of delivering high-quality, high-volume eye care, we developed the India Eye EMR, a modern, open-source Electronic Medical Record system designed specifically for community-based charity hospitals. Recognizing that traditional healthcare software is often too rigid or expensive for rural settings, we built a cloud-native, responsive web application that runs entirely on tablets and mobile devices. This "mobile-first" approach allows healthcare providers to conduct screenings in remote villages using mobile data, while our implementation of passwordless authentication (passkeys) ensures

top-tier data security without the administrative burden of password management for non-technical staff.

Beyond clinical workflows, the system is a vital tool for financial inclusion and hospital sustainability. We integrated the EMR directly with the Ayushman Bharat scheme, automating complex administrative tasks such as patient eligibility checks, surgery verification, and claim tracking. This automation has reduced claim processing times to just 15–30 days, ensuring that hospitals receive timely reimbursements for treating low-income patients. By streamlining these operations, we enable medical teams to focus on patient care rather than paperwork, effectively driving the operational cost per patient toward zero.

Currently enabling end-to-end patient management at both the India Eye International Institute and Dr. Shroff's Charity Eye Hospital, the system handles everything from OPD registration to discharge summaries sent via WhatsApp in local languages. Designed as a scalable, multi-tenant platform, the India Eye EMR is ready to be white-labeled and adopted by other medical institutions globally, furthering our collective goal to eradicate preventable blindness through digital innovation.



New Foreign Direct Investment (FDI)

MAQ Software has committed to supporting India Eye Institute with a ₹210 crore Foreign Direct Investment (FDI) from 2025 to 2030 to build an eye care hospital in Knowledge Park 3, Greater Noida. With 12 specialty eye clinics and 15 operating theaters, the 650,000-square-foot facility is projected to deliver 100,000 surgeries per year in partnership with Aravind Eye Care System and leading U.S.-based surgeons.

Learn more about our eye care initiative here: [India Eye Institute](https://www.indiaeyeinstitute.org/).

Global Learning XPRIZE Partnership

In 2014, Elon Musk funded the \$15M [Global Learning XPRIZE](#) to develop open-source education technology for the quarter billion children around the globe who cannot read, write, or do basic math. Out of the initial pool of nearly 200 applicants, five semi-finalists ([Kitkit School](#), [onebillion](#), [Chimple](#), [CCI](#), [RoboTutor](#)) were selected to receive \$1 million in development funding. All finalists field-tested their apps in 170 villages across Tanzania for over a year, and results were overwhelmingly positive. Students who used one of the apps—Kitkit School—showed an average reading [test improvement](#) of 30–45% and an average math test improvement of 14–37%. Students who did not use the app showed much lower or no change in their test scores.

On May 15, 2019, the XPRIZE foundation announced two co-winners: [Kitkit School](#) and [onebillion](#).

To support the initiative, MAQ Software partnered with XPRIZE Foundation to verify that Kitkit School, onebillion, Chimple, CCI, RoboTutor are open source, so that developers around the world can adapt them for their communities.

To expand the impact of the prize, we reengineered the technology for scale and customized them for the Indian subcontinent (English, Hindi, Bangla, and Urdu.) Details on the free applications are available at www.PehlaApps.com.

We continue to optimize and update the apps to ensure compatibility with Android updates.

Global Learning XPRIZE [released a short film](#) that highlights our involvement in their mission to ensure quality, accessible education for every child, no matter how remote. To understand the impact of the Global Learning XPRIZE, view the [films](#) at bit.ly/impfilms.

To promote use of the apps, we have partnered with leading education nonprofits in India. The apps and source code are available for free on [Google Play](#) and [GitHub](#).

IIT Bombay Research Fellowship Grants

IIT Bombay is one of the five Institutes of Eminence in India. We provide four-year grants to two scholars at the Computer Science Department at IIT Bombay to research use of AI in education. The research fellows are recognized as “[Ekal](#) Scholars,” honoring the work of one of the largest rural education non-profits in India.

Education Survey Analytics and Insights

With our technical capability in developing data analytics solutions, we are using Power BI to visualize education survey insights from India. These insights enable sponsors, government officials, business leaders, technology enablers, and NGOs to interpret the data provided by the NAS, ASER, and U-DISE, resulting in more informed decisions. The

interactive insights support administrators to improve learning outcomes and the overall quality of education in India.

The National Achievement Survey ([NAS](#)) is one of the largest assessments conducted in India. The survey tracks assessment results for grades 3, 5, and 8 in government and government-aided schools. As a part of the NAS, competency-based learning outcomes of 2.2 million students from 110,000 schools across 700 districts in all 36 states in India were assessed. District-wise reports were released based on the assessment. Currently, these reports are published in PDF format. PDF limits report interactivity and analysis opportunities.

The Annual Status of Education Report ([ASER](#)) is another data point. The ASER has its roots in [Pratham](#)'s work across urban and rural India to help children acquire basic skills in reading and arithmetic.

Data from the ASER and NAS surveys differ in multiple aspects, which means their results are not comparable (refer to the ASER and NAS [comparison report](#) for more details).

U-DISE provides district-level infrastructure information for schools in India. The information includes enrollment of students by school type (private/government) and medium of instruction (English, Hindi, or regional), facilities available in the school (such as the availability of midday meal programs, availability of electricity, etc.), and the number of students in each class.

Environmental Sustainability

MAQ Software invests in environmentally sustainable operations. As a Microsoft partner committed to supporting their environmental initiatives, [our goal is to halve our Carbon emissions by 2030](#).

U.S. Green Building Council LEED Gold Certification

The U.S. Green Building Council (USGBC) certified MAQ Software's AI Engineering Center in Noida with LEED Gold Certification. The AI Engineering Center contains a 598 KW solar power system, supplying nearly 50% of the building's energy. It also reduces heat gain and energy consumption with a high-performance façade design and heat-reflective building materials. Incorporating Zero Water Discharge and rainwater harvesting systems reduces water usage by 77%, exceeding the industry standard.



Landscape design of AI Engineering Center in Noida, India



Solar power system at AI Engineering Center in Noida, India

GHG Protocol Initiative

MAQ Software relies on the GHG Protocol Initiative to track, report, and reduce our greenhouse gas emissions. Every year, we complete a CDP (Carbon Disclosure Project) form. By measuring our GHG emissions, we are able to effectively develop a plan to reduce them.

Green Infrastructure

Our engineering centers use energy-efficient HVAC and LED lights with motion sensing capabilities to reduce carbon emissions. Our LED lighting is [50-70% more efficient](#) than tradition lights. All buildings are equipped with multiple water stations to promote use of personal water bottles and reduce plastic waste. In addition, we recycle all waste across our engineering centers.

Adopted Green Belt to set up a Miyawaki Forest

We work with the Noida Authority to adopt and establish a one-acre Miyawaki forest at Sector 145. To increase tree coverage and increase biodiversity, we have planted thousands of native trees over the last few years. We provide care and protection to these trees to ensure their survival and growth. We have carefully selected and planted native trees (such as Neem trees) to help reduce air pollution.



Miyawaki forest at Sector 145 in Noida, India

Report Overview

This report provides an overview of MAQ Software’s business, environmental, and social impact in 2025. [102-50] The report highlights our current social impact initiatives. We will update the report annually. [102-52]

This report has been prepared in accordance with GRI Standards, Core option. [102-54] Specific GRI disclosures are referenced in the report using the following format: [XXX-XX].

For questions regarding this report or its contents, contact csr@maqsoftware.com. [102-53]

GRI Content Index [102-55]

GRI Standard	Disclosure	Section
102-1	Name of the organization	About MAQ Software

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	102-3	Location of headquarters	About MAQ Software
	102-4	Location of operations	About MAQ Software
	102-5	Ownership and legal form	About MAQ Software
	102-6	Markets served	About MAQ Software
	102-7	Scale of the organization	About MAQ Software
	102-8	Information on employees and other workers	Team Members & Culture: Workforce & Diversity
	102-16	Values, principles, standards, and norms of behavior	Team Members & Culture: Values
	102-17	Mechanisms for advice and concerns about ethics	Ethics & Governance: Mechanisms for Advices about Ethics
	102-50	Reporting period	About this Report: Report Overview
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	102-53	Contact point for questions regarding the report	About this Report: Report Overview
	102-54	Claims of reporting in accordance with the GRI Standards	About this Report: Report Overview
	102-55	GRI content index	About this Report: GRI Content Index
GRI 206: Anti-Competitive Behavior 2021	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Ethics & Governance
GRI 419: Socioeconomic Compliance 2021	419-1	Non-compliance with laws and regulations in the social and economic area	Ethics & Governance

