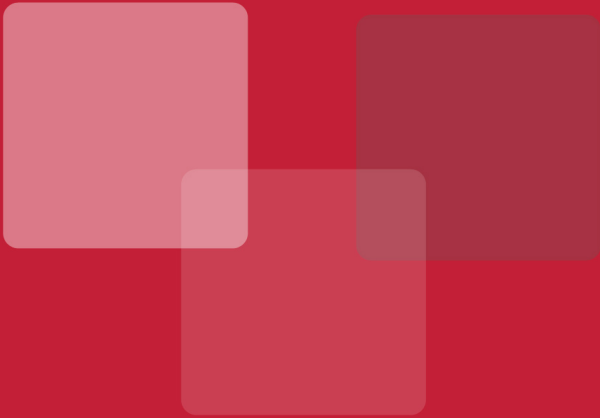


Corporate Fact Sheet



Market Dynamics

- Global IT outsourcing & Consulting market has been matured by developing economies - more and more businesses are adopting outsourcing model as they internationalize businesses and practices
 - Flattening revenue - growing business need of organizations to partner with IT service providers to innovate and raise competitive fitness
 - Rising need for process consultancy for business excellence and compliance - improve deliveries in clients' core business areas
 - Technology confidence and availability - access, as needed, to specialized combination of resources, processes and evolving technology with economies of scale on vendor side
-

Founded

1995

Vision 2015

Admired for:

- Business excellence in local and global markets
- Entrepreneurial leadership and competence
- Sustained and responsible contribution to society and the environment

Promise

Integrity - Work with Honesty and Transparency.

Excellence - Produce quality goods and services and aim for the highest standards in everything that we do.

Respect - Show respect and humanity towards our colleagues and customers alike; Remain destination of choice for more talent

Responsibility - Continue to be sensitive and responsible to the communities and environment we work in.

Accountability - Reliability in Word and Deed.

Corporate Headquarters

NOIDA, National Capital Region, India

Employees

Over 3800 employees worldwide, end of Q4 FY 2010

Business

- Global Information Technology Services provider with focus on providing innovative information technology solutions and process consulting that reengineer and transform business processes to help companies meet their organizational objectives.
- Innovative solutions to drive emerging third generation outsourcing services like SaaS, Portals, ECM, Cloud Computing, Grid Computing SOA Architecture etc.

Value proposition

Transformational Partnership:

Innovating business solutions for clients in areas that impact redefine & transform the core of their businesses

- o Reduce operational expenditure; optimize existing capacity

- o Improve processes & increase efficiencies

Aligned Engagement:

Global service delivery alignment with business partners through strategic investments and gain sharing

Core Competency Led; World Class Expertise:

Integrated portfolio of services with domain focused capabilities in multi-provider ecosystem; Large IP Portfolio

Customer Centricity:

Delivery maturity; Nimble footed responsiveness for balanced cost with delivery

Business Strategy

Birlasoft intends to grow its existing and new businesses and the reach and scale of its operations through business development initiatives, acquisitions, joint ventures and alliances; where appropriate.

- Enable clients' core businesses in chosen accounts - Dominate Growth through Account Driven Offerings supported by Technology (Horizontals) & Domain (Verticals).
- Specialize to bolster differentiation - Remain market focused with evolving capability to deliver end to end technology offerings in chosen accounts.
- Upscale domain expertise -Develop vertical based 'specialty' areas with strong global & regional alliances
- Proactively uncover client pain areas and 'innovate to enable' - Capitalize IP creation opportunities in ongoing & new projects; Drive third generation outsourcing services.
- De-risk clients through focused geo based strategy and strong corporate governance - Keep client facing functions closer to clients; evolve mix of near shore & low cost locations; respect and comply with local regulations
- Leverage mix of organic growth and acquisitions - Enhance capabilities to deliver end-to-end solutions



Technologies & Centers of Excellence (CoE)

Birlasoft has ten centers of excellence that provide strategic support to its account led strategy. Each CoE has enhanced focus on Technology & Domain specialists (SMEs), delivery Leads, account openers & a healthy bench to support growth of target accounts. The Centers of Excellence excel in the following: Asset & Service management, Core Technology, HP BTO, Process Consultancy, Testing, Oracle, PeopleSoft, Siebel, SAP, Data Warehousing (DW)/Business Intelligence (BI).

Target Markets and Service Offerings

BFS

- Credit Card - Application Processing, Authorization Systems, Accounts Receivables, Customer Services, Merchant Systems, Collections, Interchange, Statements
- Retail Banking - Core Banking, Loan Origination, Credit Initiation, Application Testing
- Leasing - Inquiry Order, Order to Remittance, Enabling, Business Intelligence
- Treasury - Business service, Funding Service, Operation Service, Finance Service
- Mutual Funds
- Mortgage
- Loans

Insurance

- Claims Administration - Legacy Modernization & Migration, COTS Implementation, AD & M, QA Testing
- Policy Administration: Legacy Modernization & Migration, COTS Implementation, Application Development & Maintenance
- Incentive/ Corporate Management & Reinsurance: Business Analysis & Consultancy, AD & M, QA
- Testing
- Shared Services: IT Infrastructure management, ERP for Finance & HRMS, IT Governance, Asset & Service Management

Manufacturing

- Engineering services - Concept to Manufacture
- Standard ERP & CRM with vertical add-ons
- Enterprise Asset Management with TPM, Energy Management
- Supply Chain Visibility & Supply Chain Integration

Birlasoft's Growth Plans

Birlasoft is bullish on its growth. It is taking organic and inorganic route to develop domain capability and customer base. It is expanding its sales & delivery footprint into new geographies very rapidly.

Future Ready

Birlasoft goes beyond the mandatory functionality and incorporates full support for clients who want to add new revenue streams by offering best in class services today and upgrade to evolving services in the future. Birlasoft is investing heavily in third generation technologies like SOA, SaaS, Cloud etc. It is very bullish on business growth in these areas.

Birlasoft Assurance

Birlasoft is uniquely positioned to offer consulting and services that bring in efficiency in delivery & performance and offer quality at practical cost points to the businesses in developed and emerging markets. The Birlasoft edge:

Financial Stability, Strong Group Company Foundation

Birlasoft is part of 150 year old multibillion dollar global conglomerate, the CK Birla Group. It offers business stability, good governance and ethical business practices.

Strong Leadership Team

Birlasoft has very high profile management team, most of who have 25-30 years of proven global experience in different domains.

The Global Footprint & Delivery Capability

Birlasoft has an enviable portfolio of Fortune 1000 customers, some ranking among Fortune 10. The customers are ramping up their businesses & are adopting new and more robust business strategies. To complement their businesses, Birlasoft has sales offices across US, Europe, APAC, India & MEA and global delivery centers across Delhi region (NOIDA), Hyderabad, Bangalore, Chennai, Australia, China & Mexico. Birlasoft offers a mix of offshore, on site and near shore opportunities.

Birlasoft's Size Is Its Advantage

Today's customers are looking at service providers who can rapidly respond to changing business needs. Birlasoft is very agile and responsive. It offers truly customized experience. Customers appreciate this.

Concentrated Focus on Hi-demand Markets

Birlasoft has chosen to strongly focus on three verticals that have highest potential for growth - BFS, Insurance and Manufacturing services. It is investing heavily in R&D and in developing capabilities and specialization in projected growth areas.

Dedicated Technology Centers of Excellence

Birlasoft has its own technology centers that incubate resources & create processes & frameworks on technologies for domains.

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