



THE ASIAN BANKER  
TECHNOLOGY IMPLEMENTATION AWARDS 2014  
CLOUD BASED PROGRAMME

## ICICI Bank and Nucleus Software win Best Lending Platform Project award during The Asian Banker Technology Implementation Awards 2014

- ICICI Bank and Nucleus Software introduced MARC, an innovative debt servicing solution that allows customers to make payment anytime, anywhere
- This mobile-based solution is available on phones and tablets
- The platform has brought about considerable cost and human resource savings for the bank

**New Delhi, May 22, 2014**—ICICI Bank and its technology partner Nucleus Software have been named the winners of the Best Lending Platform Project Award during the eighth Asian Banker Technology Implementation Awards Programme, held at the Kuala Lumpur Convention Centre, Kuala Lumpur on May 21st 2014. The awards ceremony was held in conjunction with The Asian Banker Summit 2014, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region.

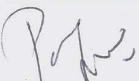
ICICI Bank and its technology partner Nucleus Software introduced MARC, a mobile-based Automation of Receipts on Collection Activities Processing System (CAPS), a solution that allows customers to make payment anytime, anywhere while eliminating the need for hand-written receipts. This mobile-based software has been implemented on Android and Symbian OS. It updates transaction details, generates payment receipts on a paired blue-tooth printer, and pushes SMS and e-mail confirmations of transactions to the customer. The system enables straight-through processing and tracks payment on a real-time basis and has resulted in considerable cost savings by freeing up over 200 bank employees involved in physical receipt issuance and reconciliation and manual updating of receipt details into core systems. It has been implemented at 50 locations with 150 channel partners.

On this occasion, **Ravi Pratap Singh, President & Head, Global Product Management, Nucleus Software** said, "The award is an acknowledgement of our constant endeavour to exploit new technology capabilities to deliver business value to our customers. FinnOne™ mCollect is our mobile solution in the area of Delinquency Management. The product is aimed at empowering field collection agents with information and tools to serve end-customers and enhance their experience. Real time update to the Bank/FI provides stronger monitoring of this typically outsourced field work. This recognition by The Asian Banker reinforces our commitment towards providing our customers with best in class product solutions for mission critical banking processes".

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determines the winners from across Asia Pacific, Middle East and Africa. The winners are honoured at a glittering event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

For NUCLEUS SOFTWARE EXPORTS LIMITED



  
Company Secretary



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FinnOne™ mCollect is an extension of Nucleus Software's flagship product FinnOne™ Collections, on mobiles & tablets. The application ensures optimal utilization of resources and increase in the overall debt recovery by tracking the "Floating Monies". This reduces the dependency of paper based collections. Real time electronic confirmations sent to end customers significantly increases customer satisfaction apart from operational efficiencies through cost savings on material and turnaround time.

**Key Business Benefits:**

- Risk reduction by more control on float money
- Increased customer satisfaction as all queries are resolved instantly at doorstep
- A TAT of 5-7 days in delivering SOA / FC reduced to ZERO
- Fast Pay Back Period (Fast ROI)
- Reduces reliance on paper receipts enabling savings
- Increases operational efficiency and productivity
- Available on Android, iOS, Blackberry, Symbian, Windows Mobile

**About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

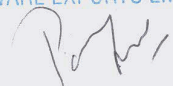
**About Nucleus Software Exports Limited**

Nucleus Software is a leading software powerhouse providing innovative and pioneering software solutions for Banks and Financial organizations globally. Nucleus Software offers a host of competitive IT solutions and consultancy services designed to support the whole spectrum of business offerings across retail banking, corporate banking, cash management and internet banking. With over 150 customers across the globe, the company is consistently innovating cutting edge and industry driven products in the domain. Nucleus Software is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit [www.nucleussoftware.com](http://www.nucleussoftware.com)

FinnOne™, the flagship product of Nucleus Software, is a powerhouse of seamlessly integrated applications, designed to provide operational support, risk management and decision-making support to banks and financial services companies. FinnOne™ focuses on both, retail and corporate loans, thereby emerging as a comprehensive solution to back any line of the lending business. Nucleus Software's FinnOne™, has again been ranked as the Global No. 1 Lending Software solution for the sixth consecutive year by IBS Publishing, UK in their Sales League Table 2014 for banking product sales. In addition, Nucleus Software offers comprehensive Transaction Banking solution covering Global Receivables, Global Payment & Liquidity Management and e-Financial supply chain management offers flexible, speedy & efficient execution of cash management processes. Nucleus Software also offers solutions to customers in the areas of Managed Infrastructure services and Application Development & Maintenance.

For NUCLEUS SOFTWARE EXPORTS LIMITED



  
Company Secretary



**NUCLEUS  
SOFTWARE**

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