



**SUNDARAM FINANCE**  
Enduring values. New age thinking.

SEC:43:14/PAL  
May 08, 2014

Mr Avishkar Naik  
Chief Manager – Surveillance  
National Stock Exchange of India Limited  
Capital Market – Listing  
Exchange Plaza, 5th Floor  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (E), Mumbai 400 051

Dear Sir,

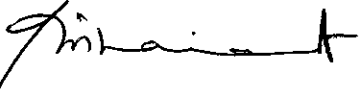
**Sub: Confirmation / Information on published news**

Ref: Your letter NSE/CM/Surveillance/R-1456 dated 8<sup>th</sup> May 2014

Please find attached the press release given by our Subsidiary Company, Sundaram Infotech Solutions Limited. As you can observe, the enclosed press release relates to number of small deals. The aggregate value of the deal is less than Rs.3 cr. It is only a routine transaction, since it is normal for IT companies to release information when they conclude some business deals.

Thanking you,

Yours truly,  
for Sundaram Finance Limited

  
P. Viswanathan  
Secretary & Compliance Officer

✓ CC: The Corporate Relationship  
Dept. of Corporate Services  
Bombay Stock Exchange Limited  
Floor 25, P J Towers  
Dalal Street  
Mumbai 400 001

**Sundaram Finance Limited**

## PRESS RELEASE

### **Sundaram Infotech bags three multi-crore deals in the Middle East**

**ERP deal with UAE's largest perfume manufacturer**

**Forays into Sports Space with ERP deal for Middle East's largest sporting destination**

Chennai 8 May 2014: Expanding its overseas presence in the Gulf region, Sundaram Infotech Solutions Ltd., the IT subsidiary of Sundaram Finance has bagged three large multi-crore IT and ERP deals in the Middle East. The company now has over 5 customers in this region. The new deals include two in the Microsoft ERP space and one in the niche NBFC space.

#### **First Overseas deal for its NBFC S3G offering**

Following its S3G (SmartLend3G) deal with Sakthi Finance last month, Sundaram Infotech has now gone overseas with this offering for NBFCs bagging its first international deal for S3G. As part of its deal with a large Muscat based fund Management firm, Sundaram Infotech will implement Term Loan, Financial Accounting and Treasury Modules of S3G. This deal is expected to be a flagship implementation for Sundaram Infotech with the company planning further overseas expansion of its recently launched S3G offering for NBFCs.

#### **ERP deal with UAE's largest perfume manufacturer**

Sundaram Infotech has also bagged a significant onsite ERP deal from four decade old Swiss Arabian Perfumes Group (SAPG), the first and the largest manufacturer of perfumes in the UAE with several major brands including Sapil, Alta Moda, Shirley May and Swiss Arabian in its portfolio. SAPG has 4 manufacturing facilities producing over 30 million units of perfumes annually for customers based in 80 countries.

As part of the deal, Sundaram Infotech is providing a wide range of solutions covering various verticals using Microsoft Dynamics AX ERP. Phase 1 has gone live with the ERP solution covering functionalities for Manufacturing, Retail & Distribution companies of SAPG that includes complete back office operation and POS (Point of Sale) for 69 outlets.

Deepa Ramesh, Head, Sundaram Infotech Solutions Ltd., said, "To be chosen as a preferred IT partner by UAE's pioneering and renowned perfume major is an important milestone in Sundaram Infotech's ERP expansion in the Middle East market."

#### **ERP contract with a global sports destination**

The third deal relates to an onsite ERP Deal in the Sports Space in the Middle East, where in Sundaram Infotech will create a Single Platform Solution for the renowned Global Sports Destination customer on Microsoft Dynamics AX ERP. Sundaram Infotech beat stiff competition to the deal and will roll out the new Microsoft ERP solution later this quarter.

Sundaram Infotech will enable the consolidation of the customer's entire IT operations to a single platform. The solution includes a wide coverage of modules and customizations and is expected to generate significant cost savings for the customer while at the same time enabling them to run their sports events & manage their key facilities with increased ease.

Srinivas Acharya, Director, Sundaram Infotech said, "The ERP deal for a global sports major is not only a big win for us in the Middle East, but also significant for Microsoft and its ERP offering in the region. The fact that Sundaram Infotech was chosen ahead of strong competition for its strong domain expertise, the proven multi- country ERP rollout experience in Middle-East and a referable customer base in this region augurs well for our overseas expansion."

Media Contact: S Prabhu@ 94440 40748 or [sprabhu@proPR.in](mailto:sprabhu@proPR.in)