

Date : 10 January 2009
Reference No. : MLX/ K.Net/ 02/ 09

Greetings from the Service Support Team @ Mindlogicx!

Wishing you a very happy and prosperous New Year 2009!

As the New Year dawns, we at Mindlogicx are ready with a new verve to take business to the new level for the benefit of all partners. As part of our consistent efforts to position GradFirst as country's top-most brand for knowledge delivery, the Marketing department has planned for a host of exciting ATL/BTL activities. There are a number of new activities planned out for this quarter.

This month's Edunews contains information on the upcoming **Universities of India** (UoI) program, BTL activities planned and advertisement campaign being carried out by Mindlogicx . So read on to know more.

Universities of India

As intimated to you in the previous issue of Edunews, **Universities of India conclave** is being conducted jointly by Mindlogicx and Dun & Bradstreet (D &B). The event is scheduled for 22nd, 23rd and 24th of January 2009 at Eagleton Resorts, Bangalore. The chief guest of the event will be Smt. Daggubati Purandeswari, Minister of State for Human Resource and Development, Government of India . **Universities of India 2008** will be a knowledge conclave which brings together various stake holders in education sector. The participants of this conclave will be VCs of major universities of India and HR Heads from the corporate world. Through this conclave, Mindlogicx, in association with D & B, seeks to foster closer relationships between administrators of Universities and Human Resources Heads from the private sector as well as to network and deliberate important issues related to education between academia and corporate.

**Universities
of India 2008 - 09**
A Knowledge Conclave

Primary objective of **Universities of India** conclave is to foster an "industry – academia tie up". In the current environment the academia is tied up in the curriculum and examination management, as a result they are not able to spend enough time to provide their graduating students any direction related to job opportunities. For the conclave, we have invited many senior professionals from many established companies to interact with the academia who will be present to discuss ways and means to create employment opportunities for their students. At this landmark event, academia will be able to network with the CEOs, thought leaders, entrepreneurs and corporate decision makers from around the world. This will enable fostering of industry-academic collaboration and result in a meaningful partnership between them in the long run and provide students of participating universities immediate access to employment opportunities from the participating companies. This is probably the only event of such kind to facilitate such meaningful, result oriented relationships in the country.

The event will be marked with the launch of **Universities of India 2008** publication. We are sure that this will be an expression of our commitment to quality assurance and excellence in the academic portfolio management.

Partner Meet

Before the Universities of India conclave, we shall host a Franchisee Meet for all RF and MF on 20th and 21st January 2009 at our corporate office in Bangalore. During event the senior management of Mindlogicx would interact with the franchisee partners and discuss about the market situation. 'Insights into Marketing', 'How to Effectively Position Ourselves', 'What Captive Markets to Look For' etc will be the points of discussion. We realize that there is a very BIG potential market there which we need to tap!

The Partners will also be given a thorough round-up of the service framework and the business model. This will help them to plan for their business activities and assist their LF's in an effective manner.

BTL Activities Planned

The marketing team has lined up a large number of BTL activities for brand promotion of GradFirst. Some of these BTL activities are given as follows:

- Slides for multiplexes
- Slogan writing contest in Feb
- Participation in education fair/ job fair in Feb/ Mar.
- Loyalty Programs for building loyal customer base in phases which will be done in association with corporate who share the same TG.

More details on such activities are given in the 'Quarterly Sales Plan Q4' which is being sent to you separately.

IntelliEXAMS – The Integrated Management System

It is elating to note that Mindlogicx has successfully launched India's first Integrated Examination Management System at Anna University Coimbatore on 15th December 2008. This launch was accompanied by a national level full page advertisement all over the country. In response to this, we have received enquiries from various universities, educational societies and institutions from all over the country, expressing their interest in this system.

We are currently in talks with some major universities for implementation of this system and hope to close the deals very soon. We suggest all of you, to forward any leads for IntelliEXAMS implementation to us from your region,

Mindlogicx Infotech Limited launches
IntelliEXAMS
Anytime. Anywhere. Examinations

India's first Integrated Examination Management system

Starting from today
Universities can breathe easy

No question paper leakage | No fake mark sheets | No scams any more

Key Features

- Distributed Authoring of question bank
- Online hall ticket generation
- Question Paper delivery few minutes before examination
- 128 bit encryption for secured question paper delivery
- Error free multiple digital evaluation of answer scripts
- Timely processing and publication of results
- Both online & offline examination mode integrated
- Tamper proof mark sheets with global authentication
- Work flow system integrated

Anna University, Coimbatore achieves the distinction of becoming the first university in the country to adopt and implement this radical Examination Management System (EMS) to conduct its both UG and PG exams.

I Congratulate MINDLOGICX on this occasion.

Dr. R. Radhakrishnan
Vice Chancellor
Anna University, Coimbatore

Other Products & Services for Universities

- MindSpace : End to end virtual learning solution for ODL programme
- GradFirst : India's first online finishing school to enable your students to become "Job Ready"
- IntelliCAS : Authentication system for tamper proof mark sheets and degree certificates

For further details and live demo, please contact : Alok Baraya, Country Head - Sales & Marketing
Tel : +91 - 90084 88499, +91 80 65463368 / 69
Email : sales@mindlogicx.com

MINDLOGICX | MindSpace | GRADFIRST | JOBReady4U | IntelliCAS

Mindlogicx Infotech Limited
TECHLAND, 10/1B, Graphite India Road, Hood Village, K R Puram Hobli, Bangalore - 560 048 INDIA. Phone : +91-80-2854 0530 / 31 / 33

ISO 9001:2008 & ISO 27001:2005 Certified Company | India's Top IT companies - 2007 & 2008 - D&B | One among top 15 Emerging & Growing Companies to work for - NASSCOM
Deloitte Technology Fast 500 Asia Pacific 2008 Winner | Red Herring 100 Asia Winner - 2008 | TVU Star Award company

www.mindlogicx.com

mentioning name, contact address etc of the university heads. We shall take such leads forward towards closure.

As the introducing parties, you will also gain from such deals.

Advertisement campaign

The print advertisement campaign is going on its full swing. This includes regular product ads in Education Times supplement of Times of India every Monday and advts for retail sale on select weekdays

The picture provides a glance of the recent advertisements which have appeared in the print media. **New product ads are being worked out which shall be shared with you shortly.**

In addition to print advertisements, we are also planning ads through TV, FM Radio and popular websites. The target group for GradFirst is final and pre-final year students of universities and colleges looking for making themselves job-ready. Thus our advertisement campaign is focusing on reaching out to this target group for promoting the sale of Educards and establishing GradFirst as a house-hold brand name. The outcome from this advertisement campaign is quite encouraging.

MINDLOGIX
INTERPRETING KNOWLEDGE
PROMOTING CAREER GROWTH

GradFirst
India's First Online Finishing School

First time in India, scientifically designed test preparation services available for as low as Rs. 20/- per test

- Prepare for CET, IIT JEE, AIEEE, BITSAT, CAT, GMAT, GRE and various other All India Graduate & Post Graduate Entrance Examinations
- Choose from more than 61 test preparations services
- Learn, review and compare your performance online
- Assess your preparedness for the final exams instantly
- Powered by Educards ranging from Rs.1,000/- onwards*

For a successful career
SMS GRADFIRST to 58888

*Special offers available for institutions on bulk purchase of Educards
Contact : Email : sales@gradfirst.com Phone : +91 80-65463369 / 65463369, Fax: +91 80-2854 0534

For Purchase of Educards Please Call :
 ANDHRA PRADESH : +919848706973, +919949610011,
 BIHAR & JHARKHAND : +919834303036 / 08234844100, DELHI : +919810029504, +919811823849,
 GDA : +919823013484, +919823611854, GUJARAT : +919727799973 / 72 / 70 / 71, KARNATAKA : +919846278659,
 00-4761459, KERALA : +919911595477, MAHARASHTRA : 00-3224489, +91932030001, +91982171815,
 +919370712353, +919370561000, MADHYAPRADESH : +919008488499, ORISSA : +919437081624,
 RAJASTHAN : +919900542887, TAMIL NADU : +919840056444, 044- 85200085, UTTAR PRADESH & UTTARANCHAL :
 +919415180030, WEST BENGAL : +919836407114

GradFirst | **JobReady2U** | **vedas**
www.gradfirst.com

Marketing Collaterals

For marketing related activities, we are preparing different marketing collaterals. These collaterals include brochures, product leaflets, banners, posters, flash presentations , product walkthroughs and concept movies.

The collaterals for your perusal have been sent to all of you in sufficient numbers. You can use these in your presentations and other marketing activities. The partners who want additional collaterals may send in their requests for the same to the marketing team. In case, you want to reproduce some of these collaterals on your own, you would need to take approval from the marketing department before going ahead with the reprinting of these collaterals.

Special pamphlets for Educards are ready. These can be used for distribution among the target group in colleges, universities and other institutions for promoting the sale of Educards. The snapshots of these collaterals are given in the following picture :

Test Preparation Services for CET, IIT JEE, AIEEE, BITSAT, All India Engineering and Medical Entrance Examinations, CAT, GRE, GMAT etc.

Reskilling and Upskilling programmes for final year and pre final year college students to enable them to become "Job Ready"

Professional services for Railway Recruitment / Banking services / Insurance services (Recruitment Examinations, Civil services and PSU Recruitment examinations)

Special Features

- Best content from academic experts / industry experts
- Large collection of questions in the Question Bank
- Specialized Skills Enhancement Programs
- Business Intelligence Enabled System for Real Time Performance Monitoring and Forecasting
- Assessment System with severity level and assessment timing as variable parameters
- Individual Learning Path with performance graphs, speed analysis and time analysis
- World's First Intelligent System for Performance Forecasting using Dashboard for simulated ranking
- Personalized presentation of Questions and Chapters while taking assessments
- Closed User Group Facility with message board and report generation
- Smart Analysis with instant review of submissions
- Integrated Customer Support with Live Chat facility
- Subject-wise and Chapter-wise Mock Assessments
- Virtual Meetings with Experts
- Knowledge Forum
- And many more.....

Try VEDAS. Touch Tomorrow

- Business Intelligence Enabled System
- Performance analysis by Learning Path (LP) and Dashboard
- Innovative Knowledge Delivery through Educards

EDUCARD
The e Power



The Innovative way of Knowledge Delivery and intelligent solution for performance analysis and performance forecasting.

The 16 Digit Knowledge Access Code with Password is the power in your palm.

Buy Now
And
Get the
Power of Knowledge

GradFirst
The Online Finishing School

102/2 LANE, 10th, Chandra Moha Road,
Near Whitefield Bangalore - 560 048,
Karnataka, India. Ph: 081-4846208/4846209
+91 80 2804030 / 31 / 33 Fax: +91 80 2384934

*The Future belongs to those who believe in the beauty of their dreams
Dream Big. Believe in Yourself!*

GRADFIRST
The Online Finishing School

★ Skill Enhancement Service
★ Test Preparation Service
★ Professional Knowledge Service

www.gradfirst.com

LIST OF EDUCARDS

EDUCARD
The e Power

S.No.	Educard Name	Specifications	Assessment Type	Price	Assessments	Validity
TEST PREPARATION SERVICES						
01	CAT - Silver	CAT	Mock	Rs. 1000	50	6 Months
02	CAT - Gold	CAT	Mock	Rs. 2000	100	12 Months
03	IIT JEE - Silver	IIT JEE	Mock and Chapter-wise	Rs. 1000	50	6 Months
04	IIT JEE - Gold	IIT JEE	Mock and Chapter-wise	Rs. 2000	100	12 Months
05	International Competitive Examinations Preparation - Silver	Preparation of GRE, GMAT and SAT	Mock	Rs. 1000	50	6 Months
06	International Competitive Examinations Preparation - Gold	Preparation of GRE, GMAT and SAT	Mock	Rs. 2000	100	12 Months
07	MBA and MCA Entrance Examinations Preparation - Silver	Preparation of Major MBA and MCA entrance examinations in the country	Mock	Rs. 1000	50	6 Months
08	MBA and MCA Entrance Examinations Preparation - Gold	Preparation of Major MBA and MCA entrance examinations in the country	Mock	Rs. 2000	100	12 Months
09	Engineering and Medical Entrance Examination Preparation - Silver	Preparation of major state and national level engineering and medical entrance examinations	Mock and Chapter-wise	Rs. 1000	50	6 Months
10	Engineering and Medical Entrance Examination Preparation - Gold	Preparation of major state and national level engineering and medical entrance examinations	Mock and Chapter-wise	Rs. 2000	100	12 Months
PROFESSIONAL KNOWLEDGE SERVICES						
11	Professional Services Examination Preparation - Silver	Banking, Insurance, Civil Services, Defense Services and Railway Recruitment Exams	Mock	Rs. 1000	50	6 Months
12	Professional Services Examination Preparation - Gold	Banking, Insurance, Civil Services, Defense Services and Railway Recruitment Exams	Mock	Rs. 2000	100	12 Months
SKILL ENHANCEMENT SERVICES						
13	Upskilling Educards	Certificate programmes in Software Engineering, Information Security, Quality Management, Business Excellence, Embedded Systems and many more	Mock	Rs. 1000 onwards	50 - 100	6 Months to 1 Year
14	Reskilling Educard	Mock assessments for various soft-skills and domain specific. Reskilling programs for final and pre-final year students	Mock	Rs. 1500	100	1 Year

The last words for this month

We suggest all the partners to start sending your weekly and monthly sales reports to the marketing department regularly, as it would help us to help you and guide you in an effective manner.

Also, do collate a list of best 10 – 15 educational institutions, universities and coaching institutions in your area and start contacting them for bulk sale deals. You should also start contacting Corporates. **Most of them have bulk requirements for Reskilling & Upskilling Programs!** For any assistance you can always contact the marketing team.

Any feedback or comments on the information given in this issue of Edunews would be most welcome. For any queries or feedback, you can send us an email at response@mindlogicx.com.

We appreciate your business. Looking forward to serve you better.

Warm Regards

Service Support Team
Mindlogicx Infotech Ltd