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### Greetings from the Service Support Team @ Mindlogicx!

Hope that you are doing well in the marketplace. This month's Edunews contains details on the launch of new Upskilling Educards; major contracts signed this month and other marketing activities. So read on to know more.

### A New Upskilling Programme on Retail

We begin with the announcement of launch of a new Upskilling Educard for certification in Retail. This new upskilling programme is targeted towards making the users job-ready for the role of a Customer Service Associate in a Retail Store. The target audience for this programme is PUC (10+2) pass students looking for a rewarding and growth oriented career in retail segment. The programme provides the users much needed training and orientation for the entry level jobs in Retail. The card shall be priced at Rs 2,500 with a validity of six months.



With the addition of this new upskilling programme, the GradFirst services portfolio is expanded to cover the important and huge segment of Retail, where a large number of job - openings are expected to be created in India in the coming years. This new Educard and supporting marketing collaterals shall reach you in sufficient numbers soon.

### Contract Signed with Svyasa University, Bangalore



The IT Sale division of Mindlogicx has had a major break-through this month; signing the contract with Svyasa University, Bangalore. Svyasa University is the biggest Yoga University in the country offering Certification, Diploma, UG, PG and Research level programmes in the fields of Yoga and allied fields to students from India and abroad.

The contract with Svyasa University involves complete outsourcing of their examination, marketing and online education delivery services to Mindlogicx. After Anna University Coimbatore, this will be the second successful implementation of IntelliEXAMS, where the complete examination management related activities are outsourced to Mindlogicx.

Several similar deals are in the pipeline in other parts of the country. We have already touched base with many big universities. We are expecting to sign similar big deals in the coming months with other universities as well. This shall surely add enormous value for the company and the partners in the Knowledge Network.

### Participation in Silicon India's Startup City CEO's Conclave

Mindlogicx participated in Silicon India's Startup City CEO's Conclave in Bangalore on 6<sup>th</sup> June, 2009. The event was organized by NASSCOM. Our CEO and MD, Mr. Suresh Elangovan was one of the panel speakers in this event. Other panelists included Mr. Jaya Kumar, CEO, Patni Computer Systems; Mr. Rajiv C. Mody, Chairman and CEO, Sasken and Mr. Sanjay Swamy, Chairman, mChek.

The audience included more than 300 CEO's of various technology startup companies from Bangalore and other parts of the country. This was perhaps the biggest business gathering in the recent times; to discuss and brainstorm the key-issues, ideas and growth prospects of technology companies in India. The highlights of discussion of CEO's Conclave were:

- Where the IT industry is headed in 2010
- The breakthrough technologies driving adoption
- How corporations are working with start-ups
- The outlook for the IPO and M&A markets

The entire marketing team of Mindlogicx along with the select franchisee partners participated in the event. It provided a good platform for networking with like-minded organizations and businesses. A good number of sale and strategic tie-up leads were generated in the event. We plan to participate in similar events at other places as well, as they are enormously helpful in network expansion and brand building.



### Final words for this month

In order to beef up the sales and marketing, there has been some restructuring of the team. Mr Prashant S Bagachi – VP Sales and Marketing, is now heading the overall Marketing Department. So he shall be driving Retail as well as IT Sale divisions under Marketing Department. Some more members at the AVP, BDM and KAM levels are being added, so as to support the ongoing expansion in business.

With a large number of deals in the pipeline, the company is growing at a very fast pace. We would like our Franchisee partners to grab the opportunities coming their way and get the maximum benefit out of it.

Any feedback or comments on the information given in this issue of Edunews would be most welcome at [response@mindlogicx.com](mailto:response@mindlogicx.com).

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

Warm Regards

**Service Support Team**  
**Mindlogicx Infotech Ltd**