



Most Preferred Global Business  
Transformation Enabler  
Delivering Technology Solutions & BPM  
for Growing Enterprises

ANNUAL REPORT  
**2013-14**



# Annual Report 2013-14



## Board of Directors

Mr. Hoshang N. Sinor, Chairman  
Dr. Ashok Jhunjhunwala, Director  
Mr. Ashok Shah, Director  
Mr. N.S. Venkatesh, Nominee Director  
Mr. K.M.Jayarao, Nominee Director  
Mr. Madhivanan Balakrishnan, Managing Director and Global CEO  
Mr. Charanjit Attra, Executive Director and Global CFO

## Principal Bankers

IDBI Bank Ltd.  
ICICI Bank Ltd.  
Standard Chartered Bank

## Auditors

Lodha & Co.  
R.G.N. Price & Co.

## Registered Office

Tower #5, 3rd to 6th Floors,  
International Infotech Park,  
Vashi, Navi Mumbai -400703, India  
Tel :+91 22 67928000  
Fax :+91 22 67928099



# CORPORATE FAST FACTS

- 3i Infotech is a Global Information Technology Company with a revenue of USD 239 million.
- The Company was promoted in 1993 by the NYSE-listed ICICI Bank, India's largest private sector bank.
- The Company's quality certifications include ISO 9001:2008 for BPO, ISO/IEC 27001:2005 for Data Centre Operations and Capability Maturity Model® Integration (CMMI®) Level 3.
- More than 9000 employees in over 27 offices.
- Over 1500 customers in more than 50 countries across five continents.
- Offices across 12 countries.
- Operational Geos are: Asia Pacific, China, South Asia, Middle East & Africa, Kingdom of Saudi Arabia, Western Europe and North America.

## Our Global presence



	Offices	Delivery Centers
<b>Asia Pacific</b>	<ul style="list-style-type: none"> <li>• <b>Singapore:</b> Singapore</li> <li>• <b>Malaysia:</b> Kuala Lumpur</li> <li>• <b>Thailand:</b> Bangkok</li> </ul>	Kuala Lumpur, Bangkok
<b>India</b>	<ul style="list-style-type: none"> <li>• Mumbai, Bengaluru, Chennai, Hyderabad, New Delhi,</li> </ul>	Mumbai, Bengaluru, Chennai, Hyderabad, New Delhi, Noida
<b>China</b>	Chengdu	Chengdu
<b>Middle East &amp; Africa</b>	<ul style="list-style-type: none"> <li>• <b>UAE:</b> Dubai, Sharjah</li> <li>• <b>Kenya:</b> Nairobi</li> <li>• <b>Kazakhstan:</b> Almaty</li> </ul>	Sharjah
<b>Kingdom of Saudi Arabia</b>	<ul style="list-style-type: none"> <li>• <b>Saudi Arabia:</b> Dammam, Riyadh</li> <li>• <b>Bahrain:</b> Manama</li> </ul>	Riyadh
<b>Western Europe</b>	<ul style="list-style-type: none"> <li>• London, Birmingham, Nantwich, Ashby-de-la-Zouch</li> </ul>	London, Birmingham, Nantwich, Ashby-de-la-Zouch
<b>North America</b>	<ul style="list-style-type: none"> <li>• <b>New Jersey:</b> Edison</li> <li>• <b>California:</b> San Luis Obispo</li> </ul>	



# KEY MANAGEMENT TEAM

## Corporate Office

### **Madhivanan Balakrishnan- Managing Director & Global CEO**

Prior to joining 3i Infotech Ltd., Madhivanan was Executive Director at ICICI Prudential Life Insurance Company Ltd., and earlier was Senior General Manager at ICICI Bank. Over his 12 years tenure, he has worked in various departments for the bank. He was on the RBI Committee on micro-payments and on the Boards of various entities in the financial space.

### **Charanjit Attra- Executive Director & Global CFO**

Prior to joining 3i Infotech, Charanjit was Executive Vice President and Chief Financial Officer at ICICI Securities Limited. Charanjit moved to ICICI Securities from ICICI Bank, where he was General Manager and Chief Accountant – Financial Accounting and Reporting Groups. He has worked in areas of Management and Financial Reporting for ICICI bank offices in India and abroad, before which he was with KPMG.

### **Padmanabhan Iyer - Head - Planning & Strategy Group, 3i Infotech and MD & CEO of 3i Infotech BPO**

Padmanabhan Iyer is a Back Office Operations, Customer Service & Finance professional, with experience spanning IT Services, Banking, Financial Services, Telecom and Manufacturing. He has been with the organisation for a decade, having handled BPO, Product Development & Delivery, Technology Services and China geography.

## Human Resource

### **Ashish Kakkar - Global Head HR**

Ashish is a seasoned HR professional with varied experiences; has worked across all aspects of the HR function with specific expertise of building an effective HR delivery model in line with business goals. In his current role, Ashish drives the HR agenda for 3i Infotech across all businesses and geographies. He is also part of the Senior Management team and is involved in shaping the strategy for the Company.



# Delivery

## Krish N - Head Global Practice & PMO

Krish has been inducted to streamline presales, product & project management, and to create a vertical based approach where functional & product management is given its due share. He is a senior professional who has led and managed large assignments across operations, projects & technology.

## Rakesh Doshi - Global Product Delivery Head

Rakesh has been with the organisation for over a decade leading product management, development & delivery. He has been closely monitoring product deliveries and working on consolidation of the product business in line with organisational objectives.

# Regions

## Abhay Sinha - Region Head, South Asia (Non-ICICI)

Abhay is responsible for Non ICICI Sales and Business operation for South Asia Geography at 3i Infotech. In addition to this, he oversees the Western Europe Sales operations for India Products and Services. Prior to this, Abhay was associated with Dion Global Solutions as Chief Operating Officer. He has rich working experience with LIC, SBI, TCS and E&Y in India and overseas market.

## Abhijeet Powdwal - Country Head, Asia Pacific

Abhijeet is a services marketing professional with experience in direct sales, advertising, brand strategy, consumer research etc. Abhijeet joined us from IDBI Federal Life Insurance Co Ltd where he was the Vice President and Head of Marketing. Prior to this, he has worked with ICICI Bank, JWT, IDBI Bank, Triton Communications, Aptech Internet & DIREM Marketing Services.

## Ashish Dass – Sales Head, Middle East & Africa

Ashish has experience in the Information Technology solutions arena, across Manufacturing, Supply Chain, Logistics, Automobiles, Government, Services and the Banking & Financial services in the Middle East and Africa region. Ashish has also worked with Al Futtaim group and with SAP SI in the Middle East and Africa region.

## Bhaskar Pandey - Region Head, South Asia (ICICI)

Bhaskar handles the ICICI Group relationship for 3i Infotech. In addition to this, he oversees 3i Infotech business in Kingdom of Saudi Arabia (KSA) Region. He was earlier with ICICI Bank as Head - Corporate Alliances & Projects of Remittances Division (International Banking Group). He has also worked with Citi Group, Thermax Culligan Water Tech and BPL Mobile Communications Ltd.

## Ian Hallam - Country Head, Western Europe

Ian heads the Western European geography and has been with the UK operations for over a decade. Prior to this, Ian was associated with ACT Financial Systems. His experience in the Financial IT sector, ranges from strategic application development and senior key account management to creating and directing business & product strategy and delivery.



# NEW INITIATIVES:

## Contemporizing our offerings

1. Launch of 'MFUND PLUS'- 'MFund Plus' is a powerful web based Integrated Investment Management Solution, catering to various sectors like Life Insurance, General Insurance, Asset Management, Portfolio Management, Fund Accounting and Pension Fund Management. The key features of the product include real time limit monitoring, scenario building, comprehensive dashboards, integrated investment systems, better internal controls and seamless flow of data. Its flexible architecture ensures quick & easy interfacing with most of the common core systems. It also provides analytical features such as deal impact analysis & portfolio simulation.

2. Launch of PREMIA 11J- a comprehensive core Insurance solution for Individual and Group Life business. Premia 11j covers end-to-end automation of insurance life cycle across customer acquisition, underwriting, re-insurance, policy administration, distribution management, persistency and claims management. The solution is built on a state of the art Java platform & robust Oracle database to deliver a scalable, stable, functionally & technologically superior product.

## Customer Relationship Management (CRM) Practice

3i Infotech has begun an exciting journey by setting up a practice in the area of CRM. We have partnered with CRMnext. 3i Infotech will benefit from this partnership as this would be an apt solution to be offered to our existing customers in the space of Banking, Insurance and ERP. 3i Infotech will also offer implementation and support services for CRMnext in Asia-Pacific, Middle-east, Africa and the Indian sub-continent which accounts for spends upwards of USD 2.5 billion on CRM solutions.

## Mobility platform Zeus – Enterprise Mobility

Zeus – Enterprise Mobility Framework is a first of its kind, cloud based configuration framework for extending any B2B & B2C processes to mobile devices. Embedded configuration framework as a part of command center extends its reach to cater to all industries. It has been built using 'container approach' which allows enterprises to introduce changes to application in the live environment without any code change or version release. Inbuilt 'Reverse Mobile Device Management (MDM) enables enterprises to embrace Bring Your Own Device (BYOD) without getting concerned about enterprise data security and at the same time allows users to enjoy personal digital lifestyle. Framework has inbuilt support for Insurance, Manufacturing & Corporate / Retail Lending industries.

## Re-engineering of delivery process

1. Conference Room Piloting is introduced in specific projects as rapid implementation model. The preconfigured business processes have reduced the need of having to recreate the standard data sets which have reduced over all implementation life cycle.
2. On time delivery excellence of project delivery by tracking meaningful, measurable and manageable tasks of the Implementation life cycle on daily basis.
3. Customer relationship engagement has been embedded as part of the support process to continuously engage with the customer.