



## **OUR MOTTO:-**

Saksoft is your trusted partner for Information Management;  
we deliver success.

## **OUR VISION:-**

The Preferred Information Management partner to successful companies  
around the globe.

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## FORWARD - LOOKING STATEMENT

The Management Discussion and Analysis Report section of Annual Report contains certain forward looking statements in that may lead to risks and uncertainties. The usage of words like “anticipate”, “believe”, “estimate”, “intend”, “will” and “expect” and other similar expressions as they relate to the Company or its business are intended to identify such forward-looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements. Actual results, performances or achievements could differ materially from those expressed or implied in such forward looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements.

## CORPORATE INFORMATION

### BOARD OF DIRECTORS

Autar Krishna  
Chairman (Non-Executive)  
Aditya Krishna  
Managing Director  
R. Rajagopalan  
Independent Non-Executive Director  
Amitava Mukherjee  
Independent Non-Executive Director  
Ajit Thomas  
Independent Non-Executive Director

### EXECUTIVE COMMITTEE

Aditya Krishna  
Managing Director  
Niraj Kumar Ganeriwal  
Chief Financial Officer  
Sampath Rengachari  
Executive Vice President  
Naushad Ahmed  
Executive Vice President  
Sasikumar  
Vice President at Saksoft USA  
Ekambaram Ramachandran  
Vice-President for Products and Alliances  
Dhiraj Mangla  
Vice President of Web Technology  
Annu Thomas  
Global Head of HR  
Nick Sullivan  
Sales Director  
Jonathan Eeley  
Solution Development Manager

### COMPANY SECRETARY & COMPLIANCE OFFICER

S. Narayan

### WEBSITE

[www.saksoft.com](http://www.saksoft.com)  
[www.acuma.co.uk](http://www.acuma.co.uk)

### EMAIL

[info@saksoft.com](mailto:info@saksoft.com)

### DEVELOPMENT CENTERS

#### Chennai

SP Infocity  
Block A, 2nd Floor,  
40, MGR Salai,  
Perungudi, Kandanchavadi,  
Chennai - 600 096.  
Phone : + 91 44 2454 3500  
Fax : + 91 44 2454 3510

#### Noida

B 35 - 36, Sector 80, Phase II,  
(Near Moserbaer),  
Noida - 201305.  
Phone : + 91 120 2462 175  
Fax : + 91 120 2462 179

#### Manchester

Waterside Court,  
1 Crewe Road, Manchester,  
M23 9BE.  
Phone: +44 870 789 4321  
Fax : +44 -870 789 4002

### AUDITORS

M/s BSR & Co.,  
Chartered Accountants  
No. 10, Mahatma Gandhi Road  
Nungambakkam  
Chennai- 600 034.

### BANKERS

Citibank N.A, Chennai  
Deutsche Bank., Chennai  
IndusInd Bank., Chennai

### REGISTERED AND CORPORATE OFFICE

SP Infocity,  
Module 1, 2nd Floor,  
#40, Dr. MGR Salai, Kandanchavadi,  
Perungudi, Chennai- 600 096.  
Ph: 91-44-24543500  
Fax: 91-44-24543501

### SUBSIDIARIES

Saksoft Inc., USA  
Saksoft Pte Limited., Singapore  
Saksoft Investments Pvt Limited, UK  
Saksoft GmbH., Germany  
Saksoft HK Ltd., Hong Kong

### REGISTRAR AND SHARE TRANSFER AGENT

Cameo Corporate Services Limited  
Subramanian Building,  
No. 1, Club House Road, Chennai- 600 002.  
Ph: 91-44-28460390  
Fax: 91-44-28460129

## CORPORATE INFORMATION

Saksoft is the Preferred Information Management partner for successful companies around the globe

**Founded:** 24 November 1999

### Organizational Structure:

- Saksoft is headquartered in Chennai, India.
- Three global development centers at Manchester (UK), Chennai (India) and Noida (India)
- International sales offices in London, Manchester, Frankfurt, New York, Chicago, Singapore, India and Hong Kong
- Listed on the National Stock Exchange of India and the Bombay Stock Exchange.

### Philosophy:

We deliver success to your enterprise by helping to consolidate, organize and manage the huge volume of data collected by your business. Working with data sources that are often disparate and complex, we provide accurate, high quality, relevant information readily available to the people who need it. By being better informed, they are empowered to make key decisions and implement strategies for making the enterprise successful.

### Our Offerings:



### Industry experience includes:

Financial Services – Banking & Insurance, Telecom, Public Sector, Central Government, Retail – FMCG/CPG, Life Sciences, Hospitality, Travel and Leisure, Utilities.

### Technology partners include:

IBM, SAP, Microsoft and Oracle

## CORPORATE INFORMATION

Saksoft is an Information Management Specialist. Acuma, Saksoft's fully owned subsidiary is rated among the top 3 Information Management companies in the UK. Our solutions are a combination of domain knowledge and technical expertise. We build solutions that follow the best industry practices and deliver IT solutions that enhance your business value. Our services and products are modeled to aid corporates in identifying their pain points and providing solutions which will use available information to improve processes, maximize profitability and manage risk better.

### Fast Facts

Multiple offshore centers: 250+ in Chennai (India) and 750+ in Noida (India) and 50+ in Manchester(UK). We have a global presence with sales offices in New York, Chicago, Singapore, London, Manchester, Germany and Chennai, Mumbai and Noida. Established in 2000 the Company has been profitable in every year of operation CMMI Level 5 Accredited Quality Processes a Public Listed Company.



Saksoft provides you with a duplication system designed to suit the requirements of the BSFI industry. Saksoft Dedupe System presents consolidated, non- redundant and accurate customer data, which provides you with extra capability and reduces your time to market. It helps you improve the accuracy of your customer data through a combination of matching techniques, algorithms and phonetics.



Acusend is an information scheduling and distribution engine product, which ensures that information is distributed whilst maintaining the highest level of security. It is also capable of generating personalized content dynamically from a variety of inputs and delivers the same in a variety of output format (Word, Excel, PDF, XML, CSV)



Prima is a comprehensive Loyalty and Rewards Management System, which allows you to set up and manage multiple accruals, redemption programs and handle multiple marketing partners effectively. Prima has the flexibility to define cross partner programs and can be perfectly aligned with your marketing strategies.



Verisens is a ready-to-go comprehensive Business Intelligence solution (pre built reports and dashboards) for retail banking organizations that encompasses retail banking asset products ranging from credit cards to consumer finance. It is based on a proven solution framework (with Key Performance Indicators [KPI]) that has been successfully implemented in some of the leading global retail banks across the world. It allows users to connect strategic and operational goals that evaluate, monitors and improve transparencies in the business. Verisens is a never ending BI project, but that which could be customized in a short period of time to reap immediate benefits

## LETTER TO THE SHAREHOLDERS

Dear Shareholders,

The year 2010-11 saw a major shift from the classic proposition of offshoring into an era where domain expertise and transformational skills are fast becoming the core offering for the Indian IT services industry. Your company has held on to its core Information Management specialty and focused its efforts in maintaining relationships and investing in its sales and marketing efforts.

We took our Information Management Specialist tag to our 4 major markets viz USA, UK, India and Singapore and delivered solutions with a lower Total Cost of Ownership (TCO) to our clients, on time and most importantly keeping customer requirements right to the forefront.

During the year, we cemented our relationships with long tenure Managed Services contracts with our Top 4 clients, implemented projects successfully and expanded our basket of service offerings to become the Preferred Information Management Partner to successful companies around the globe. Markets in US have finally started delivering results for your company while our European and APAC markets have started showing signs of growth and improvement.

Our Information Management offering became an Arrowhead for our global Go-to-Market strategy. The addition of Credit Management and Managed services and an innovative partnership with FICO have ensured your company's positioning as an end to end Information Management Services provider.

Our Independent Testing Practice got strengthened with the addition of T24 (Core Banking Software used by EMEA banking industry) testing services in a partnership with a strategic vendor of T24 implementation. Our investments in Test Automation tools and a Testing Framework have begun to get appreciative nods from our clients.

Our Web technology team executed cutting edge solutions for some of the global digital marketing and credit management companies. These engagements also provided the much needed stability through long term managed services contracts with our key clients.

In 2010, as the markets were still coming out of their hibernation, we embarked on a global Customer Satisfaction Survey and based on feedback obtained from the survey, we have reorganized the company to serve our top 5 customers with a dedicated Global Account Management approach: each of the Top 5 customers have a Top Management mentor and a dedicated engagement manager at all their key locations.

During the year, we achieved revenue of Rs.105.60 Crores, covering all our service offerings and international subsidiaries

Our employees are our pillars and their stability and their passion to drive performance is what makes your company a unique organization. We needed to reward their ability to scale up, ignite their entrepreneurial instincts, and ensure that they deliver outstanding results in the coming years.

2010-11 has been a tough and challenging but it has been exciting as we discover what keeps us ticking and what makes us perform well. We intend to focus on building a scalable delivery organization, focus on core competencies, manage our costs and grow our customers. To achieve this objective, apart from organic growth opportunities, inorganic methods of enhancing the business levels are being explored.

We thank you for your faith and continued belief in our management and in the business environment in which we operate. We will endeavor to work towards our 2011-12 goals and position the company as the all-powerful Information Management Specialist.

Autar Krishna  
**CHAIRMAN**

## BOARD OF DIRECTORS

### **Autar Krishna**

Chairman

Mr. Autar Krishna is the founder promoter of Saksoft Ltd, and promoted The Sak Industries Ltd (TSIL) in 1962. Mr. Autar Krishna and TSIL promoted Widia (India) Limited, a joint venture with Meturit A.G.Switzerland, a subsidiary of Friedrich Krupp GmbH, for which Mr. Krishna was the Chairman 1986 to 2002. He is currently the Chairman of Banarsidas Chandiwala Sewa Smarak Trust Society and the Chairman of the Audit Committee of India Glycols Limited. He also serves as Director of Sak Abrasives Limited and Sak Technologies Limited. Mr. Autar Krishna holds 200,120 Equity Shares of Saksoft Limited.



### **Aditya Krishna**

Managing Director

Aditya Krishna, the Founder and the Managing Director of the Saksoft Group, spearheads Saksoft's growth across domains and geographies. He brings with him over 25 years of experience in the banking and financial services industry. After a long career with Chase Manhattan Bank in New York and later with Citibank, New York, he relocated to India in 1990, as part of a four-member team to establish Citibank's Credit Card business in the country. Instrumental in developing the in-house software to run credit card.



### **R. Rajagopalan**

Independent Non-Executive Director

Mr. R. Rajagopalan was appointed on 14th October 2004 as an Independent Director liable to retire by rotation and subsequently was elected as Chairman to the Board on 28th July 2008. He has been with Widia (India) Ltd as the Managing Director - Commercial & Secretary. He was the National President of the Institute of company Secretaries of India (ICSI) in 1979-80 and the President of the Institute of the Employer's Federation of Southern India (EFSI) in 1992-93. He is presently on the Board of MRO-TEK Ltd, GTN Textiles Ltd and Patspin India Ltd. He is also the Chairman of the Audit Committee, Shareholders/Investors Grievances Committee and Remuneration Committee of the Company.



## BOARD OF DIRECTORS

### **Amitava Mukherjee**

Independent Non-Executive Director

Mr. Amitava Mukherjee has been a director of our company since 2003. He is an independent Director of our company and also a member of audit committee and remuneration committee. He pursued his Masters in Management studies from Asian Institute of management, Manila, also a masters in Business Economics from Delhi School of Economics, New Delhi. He has rich and varied experience in investment banking having been involved with several transactions on behalf of large Indian Corporate houses and Multinationals. He has served as Managing Director and Board Member both at Lazard India and Ambit Corporate Finance.



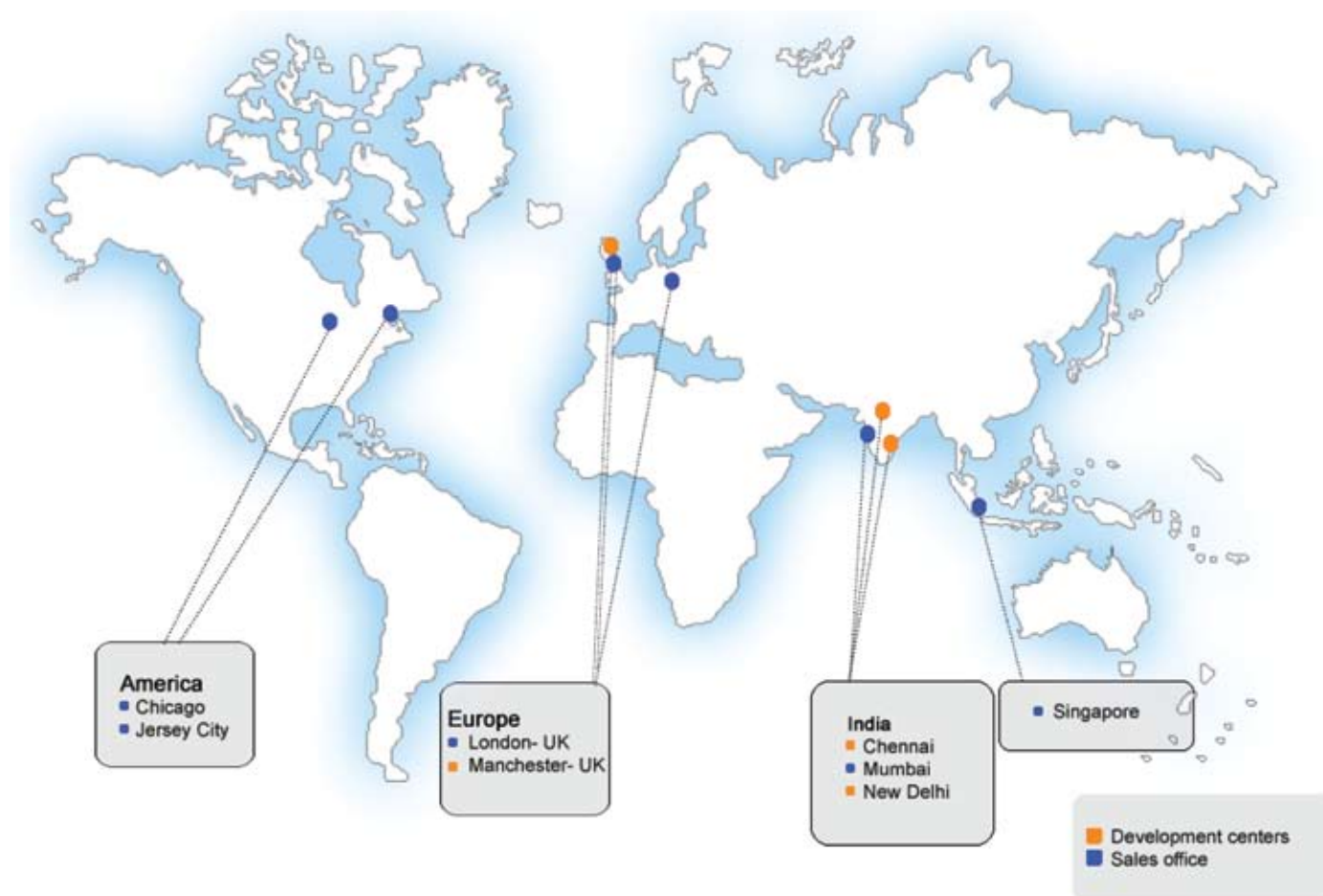
### **Ajit Thomas**

Independent Non-Executive Director

Mr. Ajit Thomas is a renowned Industrialist, the promoter and chairman of AVT Natural Products Ltd. He is associated with AVT Group of Companies for about three decades and has extensive experience and expertise in business and management. He holds a Bachelor's degree in Statistics. He is also on the board of A.V. Thomas & company Limited, A.V. Thomas Investment & Co, Midland Corporate Advisory Services, AVT InfoTech Pvt Ltd and more.



## GEOGRAPHIC PRESENCE



## CONSOLIDATED FINANCIAL HIGHLIGHTS – LAST 5 YEARS

(Rs.in Lakhs)

PARTICULARS	FY 2006-07	FY 2007-08	FY 2008- 09	FY 2009-10	FY 2010-11
Revenue from Operations	9,558.37	12,010.02	12,048.15	10,869.60	10,560.86
Other Operating Income	54.25	220.36	199.14	65.11	79.03
<b>Total Income</b>	<b>9,612.62</b>	<b>12,230.38</b>	<b>12,247.29</b>	<b>10,934.71</b>	<b>10,639.89</b>
Employee Cost	4,801.74	7,059.45	6,321.89	5,518.54	5,598.63
Operating, Admin & Other expenditure	3,580.03	4,422.89	4,353.35	3,880.86	3,911.60
<b>Total Expenses</b>	<b>8,381.77</b>	<b>11,482.34</b>	<b>10,675.24</b>	<b>9,399.40</b>	<b>9,510.23</b>
<b>PBDIT</b>	<b>1,230.85</b>	<b>748.04</b>	<b>1,572.05</b>	<b>1,535.31</b>	<b>1,129.66</b>
Interest & Finance Charges	198.87	285.72	338.66	382.29	359.85
<b>PBDT</b>	<b>1,031.98</b>	<b>462.32</b>	<b>1,233.39</b>	<b>1,153.02</b>	<b>769.81</b>
Depreciation	128.97	203.37	197.48	191.76	183.46
<b>Profit before Taxation</b>	<b>903.01</b>	<b>258.95</b>	<b>1,035.91</b>	<b>961.26</b>	<b>586.35</b>
Tax Expense	105.10	36.36	72.51	86.76	82.83
<b>Profit/(Loss) after Taxation</b>	<b>797.91</b>	<b>222.59</b>	<b>963.40</b>	<b>874.50</b>	<b>503.52</b>
<b>EPS (Rs. per share)</b>	<b>7.98</b>	<b>2.20</b>	<b>9.50</b>	<b>9.12</b>	<b>5.25</b>