



# Annual Report

## 2012-13



## **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

#### Chairman (Non-Executive)

Autar Krishna

#### Independent Non-Executive Directors

R. Rajagopalan

Amitava Mukherjee

Ajit Thomas

#### Managing Director

Aditya Krishna

### EXECUTIVE COMMITTEE

#### Managing Director

Aditya Krishna

#### Chief Financial Officer

Niraj Kumar Ganeriwal

#### Global Head of HR

Annu Thomas

#### Executive Vice President

Sampath Rengachari

#### Delivery Head - India

Dhiraj Mangla

#### Commercial Director

Nick Sullivan

#### Director - Consulting Services

Jonathan Eeley

### COMPANY SECRETARY & COMPLIANCE OFFICER

S. Narayan

### WEBSITE

[www.saksoft.com](http://www.saksoft.com)

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

[www.edprof.com](http://www.edprof.com)

### EMAIL

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

### DEVELOPMENT CENTERS

#### Chennai

SP Infocity  
Module 1, 2nd Floor,  
#40, Dr. MGR Salai,  
Kandanchavadi,  
Perungudi, 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 Suri & Co.,  
Chartered Accountants No. 4 (Old No.55A),  
Chevalier Sivaji Ganesan Salai  
(South Boag Road),  
T.Nagar, Chennai- 600 017

### BANKERS

IndusInd Bank., Chennai  
Citibank N.A, Chennai  
Deutsche Bank., Chennai  
State Bank of India, 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  
Acuma Solutions Limited, UK  
Electronic Data Professionals, USA  
Synetairos Technologies Ltd, India

### 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

**Founded:** 24 November 1999

### Organizational Structure:

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

### Philosophy:

In the present scenario dealing with voluminous data has remained a formidable challenge for many enterprises and it is here we deliver success to enterprises by helping them to consolidate, organize and manage huge volumes of data. 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. Based on the above philosophy we have tailored our offerings as detailed below to suit the requirements of the enterprise.

### 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, Oracle, Jaspersoft, Birst, Qliktech

## CORPORATE INFORMATION

Saksoft is an Information Management Specialist. Acuma, Saksoft's wholly owned subsidiary is among the top 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 modelled 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 seating capacity: 250+ in Chennai (India) and 750+ in Noida (India) and 50+ in Manchester (UK). We have a global presence with sales offices in New Jersey, Chicago, Singapore, London, Manchester, Chennai, Mumbai and Noida. Established in 2000 the Company has been profitable in every year of its operation. The following are the offerings of the 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.

## LETTER TO THE SHAREHOLDERS

Dear Shareholders,

Your company reported a strong growth in revenues at 29.47% and 55.41% in profit for FY 2012-13. The outlook for next few years looks promising and your company is focused on meeting its growth aspirations. The credit for this excellent performance should go to all our employees who put in their best efforts to meet client requirements. Add to this, we have had creditable successes in our new offerings in Enterprise Mobility, Deployment Testing for e-commerce portals and in Enterprise Analytics.

A distinguishing aspect of your company for FY 2012-13 was our ability to quickly align to “Being Local” in each of the markets we operate while retaining the “Information Management Specialist” core. In the US, we focussed on gaining traction in Retail, Travel and Logistics and Distribution Markets with competencies in Business Objects and QlikView. In the UK, we cemented our image as the Preferred Partner for SAP in all its IM offerings including SAP Mobility offerings.

Your company’s top 5 clients continue to repose their faith in Saksoft’s offerings and our business with each of the clients grew substantially. It is our stated intent to keep their faith and provide them outstanding support as usual. We are also constantly innovating our delivery methods with our key clients to ensure that they get the benefit of new technologies and current innovations at Saksoft.

Three key offerings will propel your company into the next tier in the IT industry; Enterprise Analytics which allows our clients to navigate the journey from the “What” of decision making to ‘Now What’. The second offering would be third party testing which will provide for clients to have quicker “Go to Market” for their products and applications. Lastly, our Enterprise Mobility offering will enable our clients to access corporate information on their smart devices, ensuring faster and smarter decision making.

As a precursor to good future tidings and to thank our shareholders for their faith, we are proposing a 20% dividend for FY 2012-13. We are grateful to your support and guidance in taking the company to new highs.

For 2013-14, we will endeavour to meet our goals and position the company as the Preferred Information and Application Management provider to successful companies around the globe.

Thank you.

Autar Krishna  
**Chairman**

## BOARD OF DIRECTORS

### **Autar Krishna**

Chairman

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.



### **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 28 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. Aditya was instrumental in developing City Bank's in-house software to run their credit card operations.



### **R. Rajagopalan**

Independent Non-Executive Director

Mr. R. Rajagopalan, is a fellow member of Institute of Chartered Accountants of India and Institute of Company Secretaries of India. In a career spanning over 35 years, Mr. R. Rajagopalan has served on the Board of several Companies in sectors like Financial Services, Textiles, Engineering and Software. He has authored a book on "Directors and Corporate Governance" in September 2003 which focussed on wide range of Director's responsibilities towards Corporate Governance and functioning of Corporate Management. Mr. R. Rajagopalan also held prestigious positions such as the National President of the Institute of Company Secretaries of India in 1979-1980, President of Employer's Federation Of South India in 1992-1993 besides being an active elected member of Southern Region of C.I.I for 12 years. 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

Amitava Mukherjee has been a director of our company since 2003. He is an independent Director of our company and also a member of the audit and remuneration committees. 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

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 Neelamalai Agro Industries Ltd, The Nellaimpathy Tea & Produce, The Midland Rubber & Produce Co Ltd, AVT Natural Products Ltd, Midland Latex Products Ltd, A. V. Thomas & Company Limited, A. V. Thomas Exports Ltd, A.V.Thomas Investments Co Ltd and L.J.International Ltd



## GEOGRAPHIC PRESENCE

