

Management speaks

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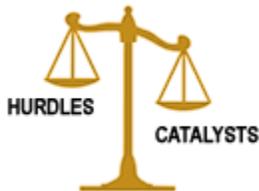
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Why should an investor buy your company's stock?

- 1) Ramco is valued far lower than its actual worth. With the company's latent potential gaining far better exposure, this would help transform the company and leapfrog into a different league altogether, thereby helping the company gain better traction. Ramco's creation of world class IP would only help increase its potential and value tremendously.
- 2) With Ramco's new business and delivery model, it offers unprecedented value for its customers.
- 3) Ramco's operations have started breaking-even financially in recent times.
- 4) Ramco's ever increasing satisfied customer base is a testament to the quality that the company believes in.

What events do you expect in your industry sector over the next few months? Are these hurdles or catalysts?

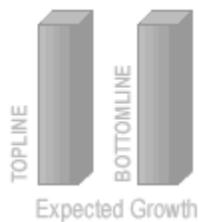


- 1) The transition to cloud computing platform and that in conjunction with web 2.0 and web 3.0 standards is catching up rapidly. This is bound to change the way businesses are conducted.

2) These developments would certainly act as catalysts, Ramco being one of the early adapters, has already taken the lead and is putting in efforts in that direction. This would only help Ramco to move up the value-chain faster.

3) The only potential hurdle that we can think of is the current market dynamics that could be a dampener to a certain extent. Although the markets are seeing signs of recovery, it would not be the same as before, especially the US and European markets.

What growth initiatives has your company planned?



1) We have adopted a new business model, which is Ramco On Demand ERP (ERP delivered on SaaS), which will help tap the ever growing SME segment initially. It will then slowly expand its footprint in the global market.

2) Increased foot print in new countries in Middle East & African countries

3) Managed services for various back office functions, wherein we have already acquired customers globally in HR & Payroll

4). With our focus shifting towards BFSI analytics and insurance products, we expect these to drive phenomenal growth in the coming quarters.

Who is your competition? What differentiates you from them?

■
SAP

■
Oracle

■
Microsoft

For various markets, we have different competitors in different segments. For ERP – all the prevalent players are competition.

The common differentiator factors with all our competitors are:

1) We have very high level product fitment at considerably low TCO (Total Cost Of Ownership)

2) Considerably higher percentage of satisfied customer vis-a-vis competition.

How do you see your company performing over the next financial year?



It looks quiet promising and we have performed well in the past as well. We had posted breakeven numbers for consecutively four quarters, and are hoping to continue seeing the same pattern. The company has added a total of 29 new customers to its marquee list of customers in Q3 alone. Of this, 14 are from the SaaS segment.

We have been able to capitalize on the right opportunities in emerging markets (MEA) and have experienced good traction in terms of order wins and partnerships. With customer interest picking up, we are well positioned to leverage opportunities and grow quarter on quarter.