

**18<sup>TH</sup> February, 2013**

To,

Deptt. of Corporate Services- Listing  
National Stock Exchange of India Limited  
Exchange Plaza, Plot no. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E)  
Mumbai – 400 051

**Sub: Press Release**

Dear Sir/Madam,

Kindly find enclosed herewith a press release relating to announcement of launch of a new logo, identity system and website as an initiative to refresh the corporate brand.

You are requested to publish the same on your web-site.

Thanking you,

Yours faithfully,

**For Aurionpro Solutions Limited**



**Mehul Raval  
Company Secretary**

**PRESS RELEASE**

Aurionpro

Banking Solutions

Consulting ☐ Software Development ☐ Outsourcing

**Aurionpro announces the launch of a refreshed brand, more effectively representing the company's values and spirit.**

**San Ramon, CA – February 15, 2013 (Marketwire)** – Aurionpro today announced the launch of a new logo, identity system, and website as part of a corporate brand refresh initiative. The company has achieved consistent growth over recent years, exceeding \$100M USD in annual revenue, and has initiated this strategic effort to support continued business expansion and brand visibility objectives. The investment is intended to improve the effectiveness of how the company presents its values and personality to both internal and external audiences, and is expected to help advance the company's position in the marketplace.

Commenting on the launch of the updated brand, Amit Sheth, Aurionpro's Managing Director, remarked, "Aurionpro has recently achieved a significant revenue milestone and it has become readily apparent that an increasing number of industry and investor audiences are evaluating our value proposition. We believe that our refreshed brand will help us to more effectively represent our expertise, passion, values, and spirit."

Along with the new logo and updated materials, the effort focused on simplifying the manner in which Aurionpro's various offerings are marketed. Four distinct lines of business, including Banking and Financial Technologies, Supply Chain Management Software, Oracle Implementation Services, and Enterprise IT Services, are now categorized under two primary core competencies, engineering packaged and cloud-based software solutions and delivering expert-level IT consulting services.

Jonathan Bank, Aurionpro's Chief Marketing Officer, added, "Aurionpro's new branding not only leapfrogs the way in which our competitors present themselves, it reinforces to our employees that we are part of a world-class organization that we should all be proud to be part of. I am very excited about Aurionpro's new direction."



Aurionpro's Marketing and Executive teams worked with world-class branding agency MetaDesign to develop the new logo and identity system. The logo was designed to reflect the fact that Aurionpro consists of several complementary businesses that together make up a cohesive and growing organization. The refreshed brand reinforces Aurionpro's evolution as a company and showcases our expertise-driven focus across our software and consulting services offerings.

### **About Aurionpro**

Aurionpro Solutions (NSE: AURIONPRO) (BSE: 532668) is a publicly-traded technology company that helps Fortune 1000 companies to be more efficient through domain-driven software and consulting offerings. Employing more than 1250 individuals across North America, Asia, and Europe, the company has been recognized by Deloitte, Forbes, and the 2011 FinTech 100 as one of the world's fastest growing technology companies. For more information, visit [www.aurionpro.com](http://www.aurionpro.com).

*For more information, please contact:*

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### **For Aurionpro Solutions Limited**

A handwritten signature in blue ink, appearing to read "Mehul Raval".

**Mehul Raval**  
Company Secretary