EdServ
EDUCATE to ELEVATE

Dated: 7th March 2012

The National Stock Exchange Ltd.
Listing Department
Exchange Plaza
Plot no. C/1, G Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.

SUB: Press Release on EdServ's launch of 'EDSERV TRAINING INSTITUTE'

Dear Sirs,

With reference to the above subject, please find attached the details as a Press Release dated 7th March 2012 from the company, pursuant to clause 36 of the listing agreement.

This is for your information and records.

Thanking you,

Yours faithfully,

For EdServ Softsystems Limited,

EDSERV SOFTSYSTEMS LIMITED CHENNAI 600 024

S. Giridharan
Chairman & CEO

Encl: PRESS RELEASE

EdServ
EDUCATE to ELEVATE

EdServ launches 'EDSERV TRAINING INSTITUTE'

- *First-of-its-kind ILT Centers offering Tuition, Coaching, Test Prep, and Career Training*
- *To open 200 Training Institutes across the country over the next 6 months*
- *To give TABLET PC to every student FREE to facilitate extended learning*
- *To Invest Rs. 40 crores in Expansion*

Chennai 7th March 2012: Chennai based Education Services Company EdServ has announced the launch of EdServ Training Institute (EDI), the first-of-its-kind Instructor-Led-Training (ILT) center using Franchisee network offering a rich Bouquet of academic support and vocational training courses that will include Tuition, Coaching, Test Prep, and Job Oriented Training apart from Placement support.

EdServ already has a wide range of e-contents along with online test prep engine as part of its flagship LAMPSGLOW.com that shall power these brick-and-mortar learning services in EDI.

Announces Tie up for Tablet PC
As part of the launch offering, each student enrolling into the EDI shall get a TABLET PC free with specific preloaded course content. EdServ has tied up with A-Team Edutech Ltd, a TN based Education Management Company for the supply of Tablet PCs to the EdServ Training Institute.

Offering in the ILT mode – The EDI from EdServ
The Instructor Led Training courses will comprise of Coaching for CA, IITJEE, AIEEE, AIPMT, CAT and all other competitive exams in National and International arena including ToEFL and GRE, academic support tuition from KG right up to PG that include both CBSE and State board subjects as well as Engineering semester exam support, Job skills and Life skills training such as Spoken English, Soft-skills and IT Skills all under one roof in a Brick-and-Mortar training center with TABLET PC based extended learning support to every student. The TABLET PCs shall be loaded with e-contents for secured and faster access.

The physical presence of EdServ through the Training Institutes across the country is expected to drive faster growth of its flagship online (www.lampsglow.com) model. Students will now be able to have access EdServ services in both the Training Institute (EDI) as well as the online portal(LAMPSGLOW). All the EDIs will have LAMPSGLOW assisted Lab facility for the Students. In addition, the students will be able register for the eLearning Courses in LAMPSGLOW through any of the EDIs by purchasing Credits.

Commenting on the Launch, **S. Giridharan, Chairman and CEO,** EdServ said, **'While on one hand, we have found that a large number of students in Tier II and III towns are still not able to utilise technology gadgets to gain access to online and Internet based education, on the other, there is no national brand offering a combined brick & mortar and Online academic support services. Given our strong presence in the online segment, we believe the current scenario presents EdServ with a great opportunity to tap into the brick and mortar model of academic support services as well.'**

'The aim of opening up EdServ Training Institutes on a national scale including in towns and rural centers is to bridge this gap and offer aspiring students an exhaustive exam support as well as Job Oriented skills support services. Through this expansion, we are confident of achieving leadership position in both the academic support and vocational training services in the future. '

... 2

EDSERV SOFTSYSTEMS LIMITED CHENNAI 600 024

EDSERV SOFTSYSTEMS LIMITED
REGISTERED OFFICE: New No. 139, I Floor, Panna Plaza,
Arcot Road, Kodambakkam, Chennai - 600 024, India.
Tel: 91 44 2372 4088 / 3988 5533, Telefax: 91 44 2372 3908 www.edserv.com

EdServ
EDUCATE to ELEVATE

Targets 200 EDI centers

EdServ is targeting a Pan India presence and has plans to open up 200 Franchisee led EdServ Training Institutes across the country including about 80 centres in South India within the next 6months. EdServ already has 1000s of distributors, dealers, and Master Franchisees for LAMPSGLOW apart from its Skill development Centers (MODES) and the company plans to upgrade many of them into partners for the brick and mortar model as well.

EdServ will initially invest close to Rs. 40 Crores for expansion. In the first year of its launch, EdServ is targeting revenues of over Rs.20 Crores from the EdServ Training Institutes.

Media Contact: S. Prabhu @ 94440 40748 or sprabhu@proPR.in

EDSERV SOFTSYSTEMS LIMITED CHENNAI 600 024