

Infotech rebrands its UTG Division as Network and Content Engineering Division

Hyderabad, November 24, 2010: Infotech Enterprises Limited (IEL), a leading Global Engineering Services Company with headquarters in Hyderabad, India, announced that its existing UTG business is being re-branded as the "**Network and Content Engineering**" Division within Infotech - "**N&CE**" for short. Infotech started its GIS service offerings way back in 1992, with the ability to handle large and complex geospatial databases, bespoke software development, platform implementation and GIS consultancy. In 2004, the focus shifted to "customer centricity" and this division was named UTG to reflect Infotech's concentration on three key verticals - Utilities, Telecom and Government. Over the past six years, this focus enabled the business to achieve significant growth based on the company's ability to offer both vertical and global scale.

The current rebranding underlines Infotech's **focus on engineering** as the basis to differentiate and enhance Infotech's value to the customers and markets. This focus is helping us deliver a broader set of service offerings including Telecom Engineering, OSS, Smart Grid and Meter Data Management services. Together with Infotech's core geospatial and IT competencies, these services come under the unified brand of **Network Engineering**. Gas and Electric utilities, and wire line and wireless telecommunication companies are the primary markets for these services. This strategic approach simultaneously increases the size of the addressable market while accelerating company's thrust into engineering related services.

The **Content Engineering** business builds on Infotech's success in the Government and Commercial markets. By leveraging many years of experience in managing large and complex geospatial databases, this business is poised for further growth by offering scale, process and quality excellence that help to transform partial and/or inaccurate data, into value added content. Infotech has made considerable investments in its own IP to optimize this content transformation, and as part of its Content Engineering strategy is also strengthening its IT capability, specifically in the area of Enterprise Content Management. We will continue to address geospatial "content" opportunities in the Government and Commercial markets. The Content Engineering business will also target select new verticals that offer significant Content Engineering opportunities. All existing customers will be managed by dedicated teams from either the Network Engineering or Content Engineering business unit.

Infotech's new strategy is entirely consistent with the wider rebranding and positioning of the whole organization and serves to reinforce Infotech Enterprises' position as a leading global Engineering Services Provider with a



strong and sustainable presence in Product Design, Network Engineering and Content Engineering markets globally.

Commenting on this occasion **Mr. BVR Mohan Reddy, CMD, Infotech Enterprises Ltd.** Said, *"This rebranding reflects a clear strategic direction and focus for our business development and operations to better support our core markets of Utilities and Telecoms while also leveraging our focus around Network Engineering and enabling us to create a new focus around Content Engineering".*

Commenting on this occasion, **Mr. John Renard – President N&CE Division, Infotech Enterprises Ltd.** said: *"With the fundamental changes that have happened in the geospatial market, coupled to our desire to strengthen Infotech's positioning as a leading engineering services company, the evolution from UTG to N&CE makes a lot of sense. This rebranding will strongly position us as a serious Engineering Services player in our chosen markets and will help us create even greater value for our customers".*

About Infotech Enterprises Limited

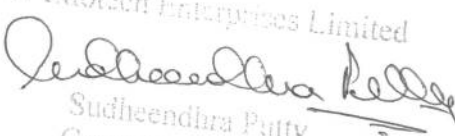
Founded in 1991, we are a Leading Global Engineering Services Company specializing in offering product, process, network and content engineering services and solutions to customers in Aerospace, Rail, Marine, Automotive, Energy, Plant Engineering, Semiconductor, HiTech, Consumer, Medical, Utilities, Telecom and Government verticals.

Infotech has a distinctive business model: "offshore services, onshore responsibility". We operate "Centres of Excellence" for leaders in key industries. We combine the extensive engineering design and solutions capability based in India with global delivery through our offices worldwide providing local customer interface and project management.

Infotech is certified to ISO 9001:2000, AS 9100, ISO 27001 and AS9100. We have been successfully reappraised for CMMi Level 5 Version 1.2 for the software units of our Engineering, UTG and IT verticals. We are a (INFOTECENT in BSE – Bombay Stock Exchange and in NSE – National Stock Exchange) listed company with equity participation from globally reputed investors.

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