



20th June, 2012

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, 'G' Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051

Sir,

Sub: Press Release

We enclose a Press Release titled "S7 (Siberia) Airlines selects Zero Octa for Passenger Sales Audit services".

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Kale Consultants Limited

A handwritten signature in black ink, appearing to read "Ninad Umranikar", with a horizontal line underneath.

Ninad Umranikar
Company Secretary

For Immediate Release



S7 (Siberia) Airlines selects Zero Octa for Passenger Sales Audit services

Mumbai, 20 June, 2012: Zero Octa, the specialist audit subsidiary of Kale Consultants Ltd., has announced that Russia's largest domestic air carrier, **Siberia Airlines** has selected Zero Octa to provide Passenger Sales Audit services. Zero Octa's sales audit is aimed at helping airlines plug revenue leakages and significantly transform their balance sheets.

Commenting on the occasion **Mr. Alexei Kalashnikov, Deputy Director for Interline Agreements and Revenue Accounting, Siberia Airlines** said "We look forward to utilising Zero Octa's expertise to help streamline our passenger sales audit processes."

Mr. Peter O'Sullivan, Head of Business at Zero Octa said, "We are happy to have Siberia Airlines as our customer. Zero Octa's sales audit is considered by many to be the "best of breed" service provider in the revenue accounting, protection and revenue integrity service space. We are confident that Siberia Airlines will benefit from Zero Octa's global experience and strong operational expertise."

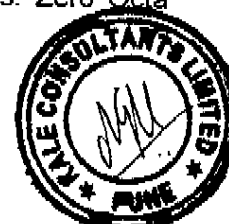
Complex fare structures, inability to manage large volumes of data, and inefficient controls necessitate an effective and comprehensive Passenger Sales Audit service. Zero Octa's sales audit is aimed at helping airlines plug such revenue leakages and significantly transform their balance sheets. This service is carried out by Zero Octa's expert team of IATA graduates. Such a service can help recover around 1% of an airline's agency sales through a comprehensive and complete audit which identifies and recovers errors related to fares, taxes and commission errors, as well as other errors and abuses in the system.

About Siberia Airlines:

Siberia Airlines, also known as **S7 Airlines**, is Russia's largest domestic air carrier and is based at three large air transport hubs: Moscow (Domodedovo), Novosibirsk (Tolmachevo) and Irkutsk. S7 Airlines is a member of the **Oneworld** global alliance, world leader in providing quality service to air passengers and is also included in the IOSA (IATA Operational Safety Audit) register of operators.

About Zero Octa:

Zero Octa, the specialist audit subsidiary of Kale Consultants Ltd, is a leading provider of revenue management, protection and revenue integrity solutions for airline clients in every continent. Zero Octa implements financial solutions that identify and collect lost revenue, providing sophisticated management information, to deliver improved cash flows. Zero Octa



For Immediate Release

offers a fully managed end-to-end audit solution that works in conjunction with airlines' existing processes to maximize the efficiency of their systems, processes or personnel with no upfront investment.

About Kale Consultants Limited:

Kale Consultants Limited, part of the Accelya Group, is a leading solutions provider to the global Airline industry. Committed to innovation and excellence, Kale delivers world-class software products, technology, managed process, hosting and consulting services. Kale employs over 1500 talented professionals who focus on delivering quality service to over 100 satisfied customers across 30 countries.

Kale's Industry Solutions are driven by active partnerships with industry bodies and customers, and unparalleled domain knowledge. Kale's Customised Approach in deploying these solutions supports clients with best fit solutions to match to their requirements.

Visit us at www.kaleconsultants.com

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