



Micro Technologies (India) Ltd.

(An ISO 9001 & 27001 Company)

YOUR SECURITY IS OUR CONCERN

MEDIA RELEASE

MICRO TECHNOLOGIES MARKS 21ST ANNIVERSARY BY LAUNCHING 'MICRO SALE FORCE MANAGEMENT SYSTEM' ('MICRO SFMS')

- Ingenious Application Generates Leads
- Converts Leads To Opportunities
- Provides Customized User Forms
- Covers All Aspects In Sales Process

Mumbai, January 28, 2013

Micro Technologies (India) Ltd, (MTIL - BSE 532494 & NSE: MICROTECH) a leading global developer and marketer of security devices and solutions marked its 21st Anniversary by launching an important application called '**Micro Sale Force Management System**' ('**Micro SFMS**'- <http://www.microsfms.net>). The main objective of '**Micro SFMS**' is to automate and systematize sales persons' day- to-day business activities.

Micro Technologies' vast knowledge of rich expertise and experience in successfully developing GIS-based applications like Micro Mapper, Micro Vehicle Management Systems, Micro Fleet Monitoring System, Address Tracking System, District Information & Planning System, Micro Data Map, Micro Interactive, Micro Mapping of School and the recently launched 'Micro Rise Up' which has been hailed by all sections of the society have encouraged and emboldened the company to introduce '**Micro SFMS**', another GIS-centric solution to streamline multitude sale activities .

SFMS offers excellent solution on mobile phone with its GIS-savvy features. It optimizes manpower by judicious use of GIS and industry accepted technology. It is a real boon to an organization as it saves lead and travel times and also enables maximum utilisation of available resources. It helps professional supervisors to invest less time on activities like sales management, monitoring sales force and tracking records and concentrate on turning potential leads into actual sales. '**Micro SFMS**' is a user-friendly system designed in such a manner to make end-user understand it easily and make optimum utilization of sales data, information, and reports. All these reports and information are available on the mobile phone itself to facilitate immediate response. Also, this application is not only used for sales operations but also can be prudently employed in all field-related activities.

The market potential for CRM-dominated SFMS in 2011 was Rs. 610.5 Cr (USD 111 million) in 2011. It is expected to rise up to Rs. 985 Cr (USD 179 million) in 2014 according to a report by Gartner Inc., the world's leading information technology research and advisory company.

Addressing the large audience who had come to watch the 21st Annual Day Celebrations of Micro Technologies at Sri Vishnudas Bhawe Auditorium at Vashi, Navi Mumbai. the Chief Guest Honorable Minister **Ganesh Naik**, [Cabinet Minister in the state of Maharashtra and Guardian Minister of Thane District] said "I commend Micro Technologies's stupendous initiatives on the security front. I am glad to learn that many leading countries including Israel are collaborating with Micro Technologies for their security requirements. It makes me and every Indian very proud. Whatever challenges we confront on the security sphere, Micro Technologies soon comes out with ideal solutions to meet them successfully. I wish Micro Technologies a bright future with many more milestones in its long journey in making the world safe and secure."





Micro Technologies (India) Ltd.

(An ISO 9001 & 27001 Company)

YOUR SECURITY IS OUR CONCERN

Unveiling the innovative application 'Micro Sales Force Management System' ('Micro SFMS'), Mr. **Karthik R, Chief Operating Officer, Micro Technologies** remarked, "We have an innovative solution for B2B clients. We are the pioneers in security solutions; we also have ready to use GIS and Mobile technological expertise to optimise the resources on real time basis. I am sure this innovative product will soon carve a name in the sales domain. It will give every organization a cohesive sales unit that performs better and faster in real time."

Useful Features of 'Micro SFMS'

'Micro Sales Force Management System' has many useful features. The chief among them

- It generate leads from various sources
- Converts leads to opportunities
- Provides dynamically formatted charts and reports
- Provides customized user forms that include lead, accounts and contacts

Sale Force Management System

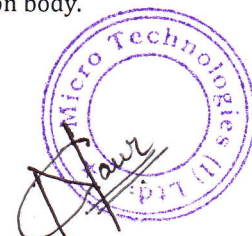
The sales force in an organization is the most important part, and without effective management of the sales team a business can make or break. This is a cumbersome task, which involves managing a diversified sales force. Achieving the business goals is possible only if the sales objectives are fulfilled. The success and failure of a firm literally depends upon the extent to which sales team performs. An organization needs a sales manager who is skilled, competent and proficient enough to manage. There is a limitation as to how much a person can manage, because humans are prone to error. So, in this IT era, one needs software to better manage all the functionalities of a business. Hence, Micro Technologies has come out with a comprehensive application called 'Micro Sales Force Management System.' This application is specifically designed for B2B managers to manage their sales team. It enables swift tracking of sales force activities, performance and provides directional input to managers via complex algorithms to help them identify weaknesses and key points to enhance their sales force performance.

'Micro SFMS' is available in four different versions: **Sales Classic, Sales Premium, Sales Enterprise, Sales Enterprise Pro.** There are six types of login to monitor sales operations: **Super Admin, Branch Admin, Admin, Manager, User and Dealer.**

Apart from online, 'Micro SFMS' can be operated from mobile phones. Field people having mobile access to SFMS are one of the easy ways for team to get instant, added value from 'Micro SFMS.' This helps in making sure that being out of the office does not mean being out of the loop. Every activity in the sales force is mapped, manned, monitored and managed with pinpoint accuracy

About Micro Technologies (India) Ltd.

Established in 1992, MTIL is a leading global developer and marketer of security solutions. It is an ISO 9001, 14001 & 27001. MTIL has already received certifications from prestigious national and international testing organizations like PESO, ERTL, EMC, SAIAS, and ARAI. It has also recently received A Tick Mark & CB Certification from TÜV Rheinland an internationally renowned German Certification body.





Micro Technologies (India) Ltd.

(An ISO 9001 & 27001 Company)

YOUR SECURITY IS OUR CONCERN

Product line includes the much-needed security devices, life style and support systems and web-based software's. MTIL has a long track record of offering leading-edge security solution products. The company focuses on innovation, advanced technology and on making the life of people safe, secure and manageable in terms of security, time and money. The company has won many national and international awards for its growth and R&D. MTIL aims at displaying not just the technological innovation prowess but also the product diversity in various segments of vehicle, premise, mobile and other assets. It is now vigorously entering the energy & health segments. MTIL's R&D Unit was accorded recognition by the Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, Government of India.

