



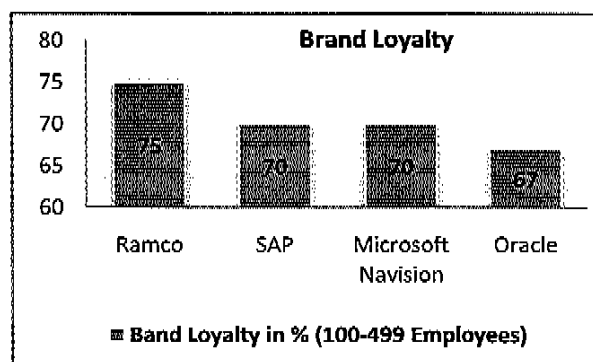
For Immediate release

**Ramco ERP enjoys highest Brand Loyalty amongst its SME customers
~ According to PCQuest Users' Choice Awards ~**

Chennai, India, September XX, 2011: Ramco Systems (BSE - 532370, NSE – RAMCOSYS, MSE – RSST); a software company focused on consulting, products and managed services, announced that according to the PCQuest Users' Choice Awards survey 2011, Ramco Systems enjoys the highest brand loyalty amongst its customers. Brand loyalty is measured as the percentage of existing customers of a particular brand, who're likely to continue using the same brand in the near future as well.

In the ERP software category, Ramco Systems has received the highest brand loyalty of 75%, in the 100-499 employees segment, according to PCQuest's Users' Choice awards which was published in its recent issue. Ramco ERP received the highest brand loyalty in this segment amidst stiff competition from other reputed ERP brands like SAP, Oracle, and Microsoft.

Speaking on the occasion, **Ms. Garima Sinha, Head – Corporate Marketing, Ramco Systems** said, "We are delighted to see the results of the PCQuest survey. It is a testimony to the hard work and dedication shown over years by Ramco Systems to our customers. I would like to thank our customers for their loyalty and support."



The PCQuest Users' Choice awards have been determining the strength of various IT brands for more than a decade. These awards are decided based on a survey that determines the mind share that various IT brands enjoy in the minds of IT decision makers, who decide what IT hardware, software, services, and solutions to buy for their organizations. This mind share is by response to five very simple questions – which IT brands come to top of mind, which ones do users currently own and why, and which IT brand are they likely to buy in the future, and why. They provide some amazing insights about the strength of various IT brands in the minds of the users.

About Ramco Systems:

Ramco Systems, a part of the USD 952 million Ramco Group, is a leading software company focused on consulting, product and managed services business. Headquartered in Chennai, Ramco Systems was started as an R&D division of Ramco Industries Limited in 1992, and later established as an independent company in 1999. The company focuses on providing innovative business solutions that can be delivered quickly and cost-effectively in complex environments. Globally, Ramco has over 125,000 users from 800+ customer organizations since inception. The company currently has offices spread across India, USA, Canada, Europe, Middle East, South Africa and APAC and employs over 1,500 employees.

Ramco's key differentiator is its innovative approach to develop products through its revolutionary enterprise application assembly and delivery platform – Ramco VirtualWorks™. Ramco Systems has seven major product suites – Ramco Enterprise Suite, Ramco Enterprise Asset Management Suite, Ramco Aviation, Ramco OnDemand ERP (ERP on Cloud), Ramco Enterprise Information



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Management Suite, Ramco Advanced Process Control, and Ramco Mine Management. Strong domain knowledge coupled with proven implementation expertise enables Ramco to provide specialized solutions in verticals such as Manufacturing, Real Estate & Construction, Energy & Utilities, Logistics, Service, BFSI, Aviation, Government and Defense.

Ramco Systems has been assessed for ISO 9001:2008 and ISO 27001:2005 information security standards. Ramco's BPO unit is SAS 70 Type II certified.

"Ramco Systems Limited ("the Company") is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a rights issue of its equity shares and has filed a draft letter of offer ("DLOF") with the Securities and Exchange Board of India ("SEBI"). The DLOF is available on the website of SEBI at www.sebi.gov.in, on the website of the lead manager at www.centrum.co.in and of the Company at www.ramco.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the aforementioned DLOF. The distribution of the DLOF to persons in certain jurisdictions outside India may be restricted by legal requirements prevailing in those jurisdictions. Persons into whose possession the DLOF may come will require them to inform themselves about and observe such restrictions. The equity shares proposed to be issued have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India (including but not limited to any securities laws in the United States) and may not be offered or sold, and persons in any such jurisdiction shall not participate in the proposed issue except in compliance with the applicable laws of such jurisdiction".

For more information, please visit www.ramco.com

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