

June 15, 2011

National Stock Exchange of India Ltd Exchange Plaza, 5 th Floor Bandra Kurla Complex, Bandra (E) Mumbai - 400 051 Plot No: C/1, G Block Fax Nos: 022-26598237/ 26598238/26598347/26598348 Email: cmlist@nse.co.in Scrip: RAMCOSYS-EQ	Corporate Relationship Department The Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001 Fax Nos: 022-22723121/ 22723719/ 22722039 Email: 'corp.relations@bseindia.com' Scrip: 532370	The Secretary Madras Stock Exchange Limited Exchange Building 30, Second Line Beach Chennai - 600 001 Fax Nos: 2521 8206 Email: listing@mseindia.in Scrip: RSST
---	--	--

Dear Sir / Madam,

As per the requirements of Listing Agreement, please find enclosed a press release, titled "**Ramco Systems launches Ramco OnDemand - Analytics & Gateway Products on the Cloud**", which is being released to the press from our end.

We request you to kindly take the above on record.

Thanking you,

Yours faithfully

For **RAMCO SYSTEMS LIMITED**



VENKATRAM G

COMPANY SECRETARY & COMPLIANCE OFFICER

Encl: As Above



For immediate release

Ramco Systems launches Ramco OnDemand—Analytics & Gateway Products on the Cloud

~ First full-fledged and pre-configured Analytics on the Cloud ~

Chennai, India, June 15, 2011: Ramco Systems (BSE - 532370, NSE – RAMCOSYS, MSE – RSST); a leading software company focused on consulting, products and managed services, today announced the launch of **Ramco OnDemand—Analytics and Gateway products on the Cloud**. With this launch, Ramco Systems strengthens its leading position as a provider of Enterprise cloud products. The company currently has 3000+ users for its ERP on the Cloud and expects to touch 7000 users in 12 months.

Mr. P.R. Venketrama Raja, Vice Chairman, Managing Director & CEO, Ramco Systems said, "Cloud is a revolutionary business model that dramatically changes the way businesses are run. At Ramco, we have been working on the technology to offer simple, powerful, easy and less expensive solutions that can handle complex business situations. All our products are built on the powerful Ramco VirtualWorks™ and DecisionWorks platforms, ensuring that they are cloud-ready by design. We are working toward fusing both these platforms to offer a robust world-class enterprise product that is capable of covering the entire business cycle from transaction to analytics."

The newly launched, **Ramco OnDemand Analytics** is the first full-fledged pre-built analytics on the Cloud. As the entire solution is pre-engineered, customers can go live easily. Current customers on the Cloud can avail of the 'switch-on' functionality, while others, will need to go through the 'plug n' play' mode. Traditional Analytics solutions are built ground-up, are very complex and take many man-months to implement. With this launch, Ramco is bringing a ready-to-use analytics solution with all the benefits of a Cloud model. This will ensure that customers, who hitherto could not afford an Analytics offering, can start using the solution easily. One of the unique features of **Ramco's Cloud Analytics** offering is that it **can integrate with any ERP with a set of connectors**.

- *Powerful, pre-built, ready-to-run analytics*
- *Seamless integration with any ERP system*
- *"Switch on" functionality on Cloud*
- *On Demand MIS with 360° overview*
- *Real Time as well as Historical Analytics*

Ramco OnDemand Analytics is powered by a comprehensive Business Intelligence Platform—Ramco DecisionWorks—which offers a robust infrastructure, and can address large scale enterprise data warehousing requirements. It facilitates business performance monitoring, decision support and strategy formulation for an enterprise.



Ramco OnDemand Gateway products enable customers to quickly and easily adopt business applications, and then graduate to a full-fledged ERP, without replacing the existing system. Gateway products offer a fusion of transaction and decision support systems (i.e. ERP with self-contained Analytics), thereby supporting both operations and decision-making.

One of the key features of the Gateway product is its **Zero touch/self-service implementation**. The product is highly templated and the entire enrolment and on-boarding processes are automated. Users can easily learn the functionalities and processes using the self-training kit. This ensures that the entire implementation is **truly zero-touch, a revolution in ERP**.

- *Fusion of transaction (ERP) and decision support systems (Analytics)*
- *Built-in Analytics*
- *Ability to graduate to a full-fledged ERP without replacing the existing system*
- *Zero-touch usage and Self-service implementation*
- *CRM, Distribution Management, Fixed Assets, HR & Payroll and Service Management System*

The gateway products will predominantly be sold through strategic partners. CRM will be the first Gateway product to be launched in July 2011. The others in the pipeline are Distribution Management, Fixed Assets, HR & Payroll and Service Management System.

Speaking at the launch, **Mr. Kamesh Ramamoorthy, COO, Ramco Systems** said, *"Our Cloud ERP offering— Ramco OnDemand ERP— has gained very good traction in the market. This success has given us the right impetus to further enhance our offerings on the Cloud. With the Gateway products, we are revolutionizing the ERP market by offering self-service implementation, thereby making entry into ERP-class solution, simple, easy and gradual. With Analytics on Cloud, we are providing the full power of a decision support system, with all the benefits of Cloud. Also, as it is pre-built, customers will get to see the real solution even before subscribing to it. We see big potential for cloud adoption in India."*

According to Gartner's report, "SaaS in India is on a growth curve and Gartner estimates that there are over 500 user organizations that have adopted SaaS based ERP in India. ERP and CRM SaaS applications constitute approximately 60% of the Indian SaaS market share." The report also said, "The large presence of over 85,000 SMBs in India presents significant opportunities for SaaS."

Source: Gartner, Inc., Will SaaS-Based ERP Succeed in India When It Hasn't Globally? Sunil Padmanabh, April 26, 2011.

About Ramco Systems:



Ramco Systems, a part of the USD 875 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 15 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 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

Follow Ramco on Twitter [@ramcosystems](https://twitter.com/ramcosystems)/read latest news & updates on <http://www.ramcoblog.com/>

For further information please contact:

Vinitha Ramani
Ramco Systems Ltd.
Mobile : +91 - 9840368048
Email: vinitharamani@rsi.ramco.com

Twinkle Xavier
20:20 MSL
Mobile :+91-9884480115
Email: twinkle.xavier@2020msl.com