



IntraSoft Technologies Limited

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CIN No.: L24133MH1996PLC197857

23rd July, 2015

Corporate Relationship Department
BSE Limited
P.J. Towers, Dalal Street,
Fort, Mumbai

Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, Bandra Kurla Complex
Mumbai

Scrip code: 533181 / ISFT

Dear Sir,

Sub: Press Release

With reference to captioned matter, please find enclosed herewith a copy of press release proposed to be released by the Company.

This is for your information and records.

Thanking You,

Yours faithfully,
For IntraSoft Technologies Limited

Rakesh Dhanuka
Company Secretary & Compliance Officer



Encl: as above



PRESS RELEASE



Mumbai, July 23, 2015

INTRASOFT TECHNOLOGIES LIMITED RAISES Rs. 28 Cr. TO EXPAND E-COMMERCE BUSINESS

IntraSoft Technologies Ltd. (BSE: 533181, NSE: ISFT) today announced that it had raised Rs. 28 Crores by selling 5,50,000 shares, at a rate of Rs 510 per share.

Investment Bankers to the transaction were M/s SMIFS Capital Markets Limited.

The entire net proceeds from this transaction are proposed to be used for expansion and growth activities related to the E-Commerce business.

Commenting on the sale, Mr. Arvind Kajaria, Managing Director said, "We are happy to welcome new investors into our Company. The funds raised will help us expand our E-Commerce Business as we head into the Holiday Season and continue to open up better opportunities for the Company."

The shares were sold by Intrasoft Beneficiary Trust, whose sole beneficiary is the Company. Intrasoft Beneficiary Trust was set up in 2007 pursuant to a Scheme of Amalgamation that was approved by the Bombay High Court and the Calcutta High Court, to hold shares solely for the benefit of the Company.

ABOUT INTRASOFT TECHNOLOGIES LIMITED:

IntraSoft Technologies Limited owns & operates 123Stores, an Online E-Commerce Retailer & 123Greetings.com, an online greeting cards Company.

123Stores, Inc. is a multi-channel E-Commerce retailer with a strong technology backbone that combines supply chain logistics with real time customer data to create a compelling shopping experience. The Company is ranked #392 on the Internet Retailers 2015 Top 500 list and is ranked #1,641 in Inc. 5,000 list of fastest growing private US companies.



123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 42,000 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories.

FOR MORE INFORMATION PLEASE CONTACT:

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Strategic Growth Advisors Pvt. Ltd.
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CAUTION CONCERNING FORWARD-LOOKING STATEMENTS:

This document includes certain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company operates in the future. IntraSoft Technologies Limited may make additional written and oral forward looking statements and is under no obligation to update or alter its forward-looking statements to reflect actual results, changed assumptions or other factors.