



BUSINESS PROFILE

NetProphets Cyberworks Pvt.Ltd.
New Delhi

www.netprophetsglobal.com

Amitabh Vira

B-1 SECTOR 60
NOIDA 201 301

www.netprophetsglobal.com

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COMPANY INFORMATION

Our Vision at NetProphets is to build a people's company that values innovation and whose brand will be recognized, globally.

We are a DIGITAL COMMERCE SOLUTIONS PROVIDER, and our mission is to be a value-centric, global company, with solutions and services both via branded dotcoms, as well as an Integrated service offering for enterprise customers.

We began this journey in the year 2000, and continue to add to our knowledge capabilities, our focus on people, processes and best practices. Today, NetProphets is respected in our industry as a fast growing, intelligent and people-friendly organization.

Our business suite of Digital Commerce products and services include:

- Retail
- CRM
- Digital Marketing services
- Online Marketing & Multimedia services

Our Business Suite:

RETAIL

In the wake of the Indian economy growing into organised sectors, the Retail Sector is poised to leap to phenomenal numbers. Associated with this growth are opportunities in every aspect of Retail, and at NetProphets our mission is to build integrated enterprise software to provide Retail Marketers a value-based solution that goes from consulting to customer intelligence.

2. CRM

Indian companies have recognised the need to manage sales process; track customer experiences and leverage current customer relationships. Our mission is to be a strategic partner to clients to architect holistic customer experience strategies and processes.

3. DIGITAL MARKETING SERVICES

We have developed a proprietary Ecommerce suite, allowing faster go-to-market for our clients in this space. Our Portal Design and Application work is process-oriented, software and caters to international markets as well. Our challenge is to ensure that we always deliver at the highest level and build teams that can lead in these markets and take NetProphets to every subsequent next level.

4. ONLINE MARKETING & MULTIMEDIA SERVICES

NetProphets has identified multimedia to continue to be a big wave in Business Process Outsourcing, and has set up an independently branded Business Unit, called INSTANT IMPACT, towards addressing this opportunity in both the domestic as well as international markets. Today, we are building capabilities for low cost mass production; stronger process management and aggressive market development.

NetProphets has its development infrastructure and commercial offices in Noida (Delhi NCR), with seating facilities for over 100 people.

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RETAIL

The Indian organised retail industry is poised to grow multifold in a few years, and on the back of this growth are associated opportunities in every aspect of Retail. Our area of chosen opportunity is to *build custom integrated retail software from point of sale to customer intelligence*.

Proprietary Product : Backbone™

Under this vertical we will soon launch our proprietary integrated retail software software package, Called BACKBONE™. Our product rollout is slated for later this year in 2008, and we expect this launch to change the contours of IT implementation in the Retail Sector.

Backbone will be a complete retail software product for small and medium enterprises with unique differentiators over current offerings.

Customers interested in an early presentation on Backbone™, may write in to Saurabh@npglobal.in

Custom Integrated Software Services

Process Consulting:

NetProphets is involved in recommending process changes, streamlining and building improved supply-chain, stock-keeping and reporting practices.

Software Development:

Design and development of custom software from Supply Chain, Inventory Management, Stock Transfer, Point of Sale modules to Reporting & Analysis and Customer Relationship Management, providing business and customer intelligence.

Software Enhancements & Maintenance:

Our involvement with customers is from the process-level up, through new developments and enhancements. We will deploy dedicated teams at NetProphets to continue to enhance and manage the core deployment.

Development Platform:

Our services unit is technical platform agnostic. We have ready expertise in both Microsoft and Java technologies and databases. However, the development is not open source but custom to clients as closed and secure enterprise-wide systems.

Fabindia

Our retail practice today also boasts of one of the largest Indian retailing networks, FabIndia. NetProphets has been engaged with Fabindia for 3 years and our work for the business has included Process Consulting and development of a custom supply chain and POS system. Today, NetProphets continues to enhance Fabindia's core system and maintain and manage Fabindia's IT in this regard.

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CUSTOMER RELATIONSHIP MANAGEMENT

NetProphets offers custom-built Customer Relationship Management application solutions, as a focused vertical specializing in this space.

Solutions offered:

Clients can either commission custom development and integration of CRM solutions or franchise our Products with user and server licenses as Ready-To-Deploy solutions.

1. Lead Management Software
2. Task Management Software
3. Query Management Software
4. Email Campaign Mailing and Management Solution
5. Live Chat Application
6. Call Center Services

Lead Management

We offer clients the option of using a bespoke Lead Management product or customizing one of its own, if their business processes are unique.

Features at a glance:

1. Customer registration via all forms of customer enquiry:
 - a. Web-based, where the form is auto populated over client websites.
 - b. SMS based, where a short code enquiry is received as an alert on our system, allowing a customer service representative to call back and fill in the lead.
 - c. Call-in, where customer service representatives receive the call and fill in the lead, in person.
 - d. Walk-in, again the leads are filled in person.
2. Source of Lead recording and reporting.

Task Management

We offer clients the option of using a bespoke Lead Management product or customizing one of its own, if their business processes are unique.

Features at a glance:

1. Order processing across a variety of sales tasks:
 - a. Send a Brochure
 - b. Set up a presentation
 - c. Respond with Quotation
 - d. Make follow-up calls
 - e. Send an Email
2. Monitoring these tasks across representatives. The system records leads assigned to representatives and reports on the performance of these leads per representative.
 - a. Agent/Representative accountability management
 - b. Lead gestation management
 - c. Conversion reporting and management

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3. Reporting dashboards:
 - a. Nos. of leads
 - b. Leads per source
 - c. Conversions by Representative/Source/Periods
 - d. Average time of conversion
 - e. And a combination of parameters allowing Management to make some informed judgements on the performance of the sales program.

Email Marketing

NetProphets' has developed a proprietary Email and Newsletter Mailing and Management System. This product is offered as both:

- a) a product that can be franchised as a hosted solution to clients or
- b) as a service where we also offer back-office support to clients for their bulk mailing programs.

In all cases, we do not offer our system for spam mail or for any other unauthorized mailing. And, our servers are white-labeled, for the world's leading email systems.

Most such systems available in the US and the UK and tend to be a bit more costly than ours, simply because our cost of managing this infrastructure is relatively lower. As such, when a client is mailing upwards of a million mails or more a month, these savings can go into tens of thousands of dollars.

You are invited to call us for an online demonstration of the system.

Features at a glance:

1. Setting Up A Campaign
2. Campaign Relay
3. Tracking And Reporting On A Campaign
4. Database And Activity Level Reporting
5. Managing Subscription Lists
6. User Management – remote administration module

Call Center services

NP provides call center support as an outsourced service to clients who wish to engage with us on a turn-key basis: from solution deployment, process management and customer calling.

Our call center is both onsite as well as offsite, and is offered on a per seat basis, for both outbound and inbound calling.

Live Helpdesk Chat services

NetProphets deploys a Chat Application, as a CRM solution for clients looking to provide online customer services over their website.

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NP also backs up the Chat App. with off-site customer service agents for clients opting to outsource their back-office customer support.

As an application, the Live Chat is built on the Java platform and is offered as a hosted solution on the NP servers.

Features at a glance:

- a. Customer-window and Agent Window
- b. Customer registration to enter.
- c. Agent alert when a new customer enters the Chat.
- d. 3 concurrent customer windows
- e. Built-in macros for standard customer service lines
- f. Transcript save and capture
- g. Auto email to customer at the end of every chat, for a copy of the chat transcript.
- h. Advertising window for brands/services in the Customer Window
- i. Administrative features for Agents, with login and access rights.
- j. Super Administrative feature to create and manage online agents.
- k. Reporting features on the performance of each Agent, time on chat, customer feedback etc.

Key CLIENTS:

1. BBC World, UK

Our work with the BBCW includes Mailing and Management of their Newsletter Service. We mail out on a worldwide basis approximately 1.0 million newsletters per month. NetProphets does this through its proprietary Email Management System that our clients like BBCW has franchised.

2. Emaar MGF, a subsidiary of the Emaar Group, Dubai

InSync is engaged in developing a comprehensive Lead and Query management software for the Group's real estate businesses in the country. As such this is a proprietary CRM tool that can be customized for other Real Estate brands in India.

3. Unicon Financial Services

We are also engaged in the deployment and maintenance of a Lead and Query Management software with Unicon. Here, the Query Management processes are more complex. Both systems are designed to map with the Company's customer processes and comprehensively manage sales leads and customer queries.

4. Toshiba

We manage the **sales enquiries** for the Notebook brand of Toshiba. Our service includes lead processing, profiling, followed with an online customer newsletter and support service. We also manage their **channel incentive program** in India. Our work includes Claims processing over our portal, channel relationship management through a call-center and Claims MIS/Reports.

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APPLICATION SERVICES

Offshore and Domestic technical services in Java and .Net platforms. These services include technical consulting, custom software development, enhancement and maintenance.

NetProphets is proud to have on its client roster leading names in both India and international regions. Presented here are a few cases, with due regard to those we may have left out.

Key Clients

Airtel

Our relationship with Airtel Broadband and Telephone, now in its 4th year, has seen us involved in a number of custom applications and integration activity. Including email migration of Airtel subscriber email into Gmail; integrating a number of marketing initiatives with their portal and servers, where work involved content integration, Airtel DSL user authentication; generating billing requests and MIS reports. As well as Email Marketing, where the company sub-franchises our proprietary system for brand promotion over the web.

Reckitt Benckiser, UK

Arguably, one of the world's, if not the world's-leading media tracking and analytical software – Televident™ - is one of our big successes.

The application is an Online Data Warehouse of media spends across all its Brand countries, worldwide, called Televident. The system allows RB and its agencies to Import raw data, analyse and report over 24 media functions. Televident, today tracks approximate 1.3 Billion pounds of media spends, across 40 countries, multiple product lines and 20+ RB brands (Dettol, Mortein, Veet, Vanish...)

Genpact

Genpact is one of the largest BPO companies in the world, founded by Jack Welch of General Electric. We are an authorized 3rd party vendor Genpact, and have been involved in a number of application projects; extranets; the global website and the Company's career portal.

The Red BV, Europe

A content management software framework that allows for remote management of content (videos, images and voices) into hand-held devices(PDA's). And an interactive application with lots of fun tools created around Walt Disney characters. These applications are designed and developed for the hand-held (PDA) device.

Westchester County, USA

A pure content portal that allows the Editors of the Westchester County to update and manage the portal with user rights and roles access, over our content management system. The system also tracks user login, pages visited, and general page visits.

Shree Air, Nepal

The software allows Shree Airlines, a helicopter service in Nepal, to monitor daily activity and flight plans, with integration of financial data allowing for daily and monthly MIS.

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Sourcing Solutions

This information tracking software allows Sourcing Solutions, an Indian leather-ware exporter, to track and monitor its business process from: sampling, order-taking and invoicing to storing of financial data and generating MIS over orders / samples and revenues.

A US Based Company (name withheld)

NP is in the process of custom developing a Ticket Management System for this enterprise client who have their projects deployed across multiple locations. Our Java development team has worked closely with their development/project teams to understand requirement, scope out the development and custom develop to specifications.

Unitech

Unitech is one of India's leading Real Estate and Construction companies. NetProphets integrated an 'Online Agent' an online application which allowed prospective buyers of residential property to select and shortlist choices and write in for a representative contact. The application goes on to be integrated with the Head Office. An example of how a business can use web technology and community building applications to build additional revenues.

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E-COMMERCE & PORTAL DESIGN AND DEVELOPMENT SERVICES

Our ecommerce and B2C/B2B portal development includes creative GUI designs, technical planning/system architecture through to technical integration. Our programming capabilities include ASP.net and J2EE solutions.

SOME WORK:

1. Genpact

A General Electric company at a time, Genpact is one of the largest BackOffice Processing firms with offices across 5 continents.

<http://www.genpact.com>

<http://careers.genpact.com>

2. Travel o Travel

An e-commerce enabled Travel portal, specializing in international hotel bookings. The portal has live inventories from 4 leading Hotel Room Wholesalers, worldwide.

www.travelotravel.com

3. Orangecross.com

A medical portal – that facilitates healthcare and provides interactive facilities/tools to patients to manage personal and family healthcare. Patients can store personal records online and provide viewing access. An online payment engine sells Healthcare plans/savings card and other branded products over the portal. www.orangecross.com

4. DeviDoll.com

Web store offering Hi-fashion, ethical designer wear apparel for customers in the UK and European and US markets.

www.devidoll.com

5. Toshiba India

Toshiba laptops and Laptop Skins are marketed and distributed by HCL, India.

www.talk2hcl.in

<http://talk2hcl.in/skinns>

6. Jaagoindia.org

A Web 2.0 portal looking to wake up the social consciousness of the citizen of India, on issues selected by the portal as well as those identified by society. Users can blog, share, contribute ideas and videos on the portal.

7. Reckitt Benckiser

NP is involved with developing some international RB Brand websites, including India.

www.veet.co.in

www.mortein.co.in

www.veet.com.pk

www.dettol.co.in

8. Taruntahiliani.com

Our challenge in building this website was to get the essential Tarun Tahiliani design and differentiation into the look. www.taruntahiliani.com

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ONLINE MARKETING & MULTIMEDIA DESIGN SERVICES

Our Multimedia Design & Production Studio enables clients to outsource online marketing as well as back-office creative development including design & creation of multimedia flash presentations, internet marketing creatives, electronic mailers, brochures etc.

- Quick, specified turnaround projects
- Low cost option to international resources
- Development of core design concept and rendering across rich media elements
- Adaptation of design concept into support digital media

Team:

The studio employs a full complement of creative staff, copy writers, graphic designers, flash developers and production specialists, each of whom possess the skills to respond to briefs and create output exactly as per customer specifications. Our Project Management team ensures that solutions are turned around promptly to meet even the most exacting timelines.

Capabilities:

Our talent is trained to work across both, the PC or MAC platforms. We can manage output that utilizes any of the world's leading software ranging from Macromedia Flash, Adobe Photoshop or Illustrator to Macromedia Freehand, Sound Forge and other software.

Key Clients

- Adobe
- Airtel Broadband & Telephone
- Alcatel Lucent, USA
- Amway
- Discovery Channel
- Encyclopaedia Britannica, USA
- EXL Service
- Frazer and Haws
- Hewlett Packard
- Genpact
- Mckinsey & Company
- Modcor, UAE
- Toshiba
- Unitech

Our Multimedia division is a specialist division called INSTANT IMPACT and you can visit our website www.instantimpact.in for a thorough overview of our portfolio and services.

Or write to Aman Saluja at : aman@npglobal.in

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DEVELOPMENT CENTER

NetProphets is based in Delhi NCR, Noida, India. Our offices are situated over 10,000 sq. ft. of independently leased premises. The infrastructure is totally equipped with company owned computers, LAN and Broadband facilities, with a seating capacity of over 150 people.

Capabilities:

Our team comprises Technologists, Production teams, Business and Relationship managers and Project Managers. Our Technical/Programming team forms the bulk of our strength, with skills ranging from front-end integration to back-office database and development expertise across multiple languages and platforms, making us an organization capable of providing required consultancy and development IT solutions to our clients.

MANAGEMENT TEAM

Amitabh Vira

Amitabh has an MA in Advertising Management from Michigan State University with 12 years of experience in the Indian Advertising Industry. In this period, Amitabh was involved with brand launches by Jet Airways, Pillsbury Atta, and re-launching Camay soap, among other brand strategy assignments for Johnson & Johnson, HLL, Braun and Oracle. Amitabh has also led the rediff.com office in New Delhi, being an early migrant to the internet industry. Today, his primary role is in making NetProphets a proven provider of e-business solutions.

Saurabh Rajpal

A Post-Graduate in Computer Applications from IMT, Ghaziabad, Saurabh is our CTO and joint-founding partner. He brings a 'third-eye' understanding of web software and use of these technologies for client applications. He is essentially a technical architect with a deep understanding of building web-based systems and applications.

Among his technical successes with clients are: consulting with Fabindia towards helping re-engineer their business processes and architecting a Retail Supply-Chain Software for the enterprise. Migrating Televident, Reckitt, UKs, Media buying software from a client-server set-up to a successful global portal; building a rich-media platform on the Portable Device for Connected Culture. Saurabh has helped build our engagements with Bharti-Airtel, Genpact, Fabindia and other businesses. Today, he has visioned our own play towards developing a SCM solution for the Retail sector and is leading the development there.

Sudhir Mittal

Sudhir has over 14 years experience in project finance space. After graduating with an MBA from INSEAD, Sudhir worked for International Finance Corporation, Washington DC. During his time with IFC, he was responsible for evaluating business plans across the globe in diverse sectors. His experience includes investing in businesses in Argentina, Brazil, Mexico, S. Korea, Indonesia, Thailand, Vietnam, Cambodia, the Philippines, Vanuatu, India, Bangladesh, Sri Lanka, Nepal etc. He was also responsible for managing IFC's portfolio of close to US\$1 billion investments in South Asia.

CONTACT:

For all Business enquiries, alliances and partnerships:

Please contact AMITABH VIRA: Mobile: 9873455554, email: amitabh@NetProphetsglobal.com

For all Technical enquiries:

Please contact SAURABH RAJPAL: Mobile: 9811988854, email: saurabh@NetProphetsglobal.com

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