

Polaris enters into a strategic agreement with Ementor Denmark A/S

Deccan Herald - May 23, 2007

Polaris ties up with Ementor

Polaris Software Lab Limited and Ementor Denmark A/S have announced in Chennai on Tuesday that they have entered into a partnership agreement to offer joint-value propositions and deliver globally recognized IT solutions tailor-made to the Nordic market needs.

Polaris, a market leader in Specialty Application Development in the Financial Services sector, views this strategic partnership as key to its focus in fulfilling the increasing opportunities in the Nordic market. Polaris and Ementor Denmark have over the last 2 years built up a successful collaboration.

Economic Times May 23, 2007

Polaris forges ties with Ementor Denmark

■ **CHENNAI:** Chennai-based Polaris Software Lab has entered into a partnership agreement with Ementor Denmark, a firm which provides IT consulting for public sector and private companies in Denmark. The agreement is to offer joint-value propositions and deliver IT solutions that cater to the requirements of the Northern European markets.

"The Polaris and Ementor Denmark partnership will help Nordic (Northern European) companies benefit from 20 years of our global IT solutions experience and our partner's in-depth knowledge of local market," said Mr Bikash Mathur, executive VP and business head, Polaris Europe. He added that Polaris Europe contributes to one-third of the company's overall revenues.

The New Indian Express May 23, 2007

Polaris enters into a strategic agreement with Ementor Denmark A/S
Polaris Software Lab Ltd that the company and Ementor Denmark A/S have entered into a partnership agreement to offer joint-value propositions and deliver globally recognised IT solutions tailor-made to the Nordic market needs. The Company views this strategic partnership as key to its focus in fulfilling the increasing opportunities in the Nordic market.

Business Standards May 23, 2007

Polaris ties up with Danish firm
Polaris Software Lab has announced that it has entered into a partnership agreement with Ementor Denmark to offer IT solutions for the Nordic market, according to a company release. The partnership is an extension of the two-year collaboration between Chennai-based Polaris and Ementor Denmark. Polaris views this partnership as the key to tapping new opportunities in the Nordic market.

THE HINDU **Business Line**

[Business Daily from THE HINDU group of publications](#)
Wednesday, May 23, 2007

Polaris enters into a strategic agreement with Ementor Denmark A/S

Polaris Software Lab Ltd has informed BSE that the Company and Ementor Denmark A/S have entered into a partnership agreement to offer joint-value propositions and deliver globally recognized IT solutions tailor-made to the Nordic market needs. The Company views this strategic partnership as key to its focus in fulfilling the increasing opportunities in the Nordic market. The Company and Ementor Denmark have over the last 2 years built up a successful collaboration. The formalization of the partnership underlines the maturity and success of the combined services offered to their clients. Commenting on this partnership agreement, Bikash Mathur, Executive Vice President & Business Head, Polaris Europe said, "We are delighted to announce that the Polaris and Ementor Denmark partnership will primarily help Nordic Companies benefit from 20 years of Polaris global IT solutions experience and Ementor Denmark's in-depth local market knowledge. Polaris Europe already contributes one third of Polaris overall revenues and our partnership with Ementor Denmark will provide the required thrust to expand our customer landscape in the Nordic. Like our wide base of customers, we believe that Nordic Companies can benefit significantly from our Global technical know-how, specialized products and consulting experience."

Business Standard

Polaris in strategic tie-up with Ementor Denmark

Mumbai, May 22, 2007: Polaris Software Lab has entered into a partnership with Ementor Denmark A/S to offer joint-value propositions and deliver globally recognized IT solutions tailor-made to Nordic market needs.

According to an official release issued by the company to the BSE today, the partnership is key to its focus in fulfilling the increasing opportunities in the Nordic market.

Commenting on the agreement, Bikash Mathur, executive VP & business head, Polaris Europe said: "We are delighted to announce that the partnership will primarily help Nordic companies benefit from 20 years of Polaris' global IT solutions experience and Ementor Denmark's in-depth local market knowledge. Polaris Europe already contributes one-third of Polaris' overall revenues and our partnership with Ementor Denmark will provide the required thrust to expand our customer landscape in the Nordic. Like our wide base of customers, we believe that Nordic companies can benefit significantly from our global technical know-how, specialized products and consulting experience".

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Polaris enters into agreement with Ementor Denmark A/S

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Polaris Software Lab Limited (MUMBAI: POLS.BO), and Ementor Denmark A/S have entered into a partnership agreement to offer joint-value propositions and deliver globally recognized IT solutions tailor-made to the Nordic market needs.

Polaris, a market leader in Specialty Application Development in the Financial Services sector, views this strategic partnership as key to its focus in fulfilling the increasing opportunities in the Nordic market.

Polaris and Ementor Denmark have over the last 2 years built up a successful collaboration. The formalization of the partnership underlines the maturity and success of the combined services offered to their clients.

Commenting on this partnership agreement, Bikash Mathur, Executive Vice President & Business Head, Polaris Europe said, "We are delighted to announce that the Polaris and Ementor Denmark partnership will primarily help Nordic companies benefit from 20 years of Polaris' global IT solutions experience and Ementor Denmark's in-depth local market knowledge. Polaris Europe already contributes one third of Polaris' overall

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Niels Henrik Sodemann, CEO, Ementor Denmark said, “We welcome Polaris as our strategic partner and look forward to an intensive collaboration which will ensure strong technical resources in our deliveries – both on-site in Denmark and offshore in India. The Nordic market has been experiencing strong growth and the partnership with Polaris is key in terms of value-addition in collaboration with our clients. Polaris has been an ideally suited choice as a strategic partner in development projects for us due to the increased demands of highly tailor-made service offerings to suit customers ever increasing business needs”

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