



## **Polaris Retail Infotech Partners With SAP India**

**Mumbai, March 9, 2006:** Polaris Retail Infotech Ltd. (PRIL), a leading retail software provider and a wholly owned subsidiary of Polaris Software Lab Ltd, and SAP India the leading provider of business software solutions, today announced a strategic alliance to support Retail clients in India. The alliance comes at an opportune time for both PRIL and SAP when the Indian retail industry is increasingly adapting business software solutions to remain competitive and maintain their edge in the market.

Through this partnership, SAP India has chosen PRIL as a mySAP All-in-One partner for the retail segment in India. Under the alliance, PRIL is responsible for selling SAP IS Retail licenses as well as providing implementation and support services, targeting small and midsize customers in the retail segment. This partnership would enable PRIL with greater market exposure, expanded business opportunities, joint strategic sales and marketing initiatives and access to a broad and growing customer base.

Commenting on the strategic partnership, **Mr. Mukesh Mathur, Director, PRIL**, said, “PRIL has established itself as the preferred solution provider to a host of prestigious retail customers due to its 7 years of retail domain experience in developing and deploying software solutions for retailers in India and overseas and the technology backing of its parent “Polaris Software Lab”. As owner of product IPR, PRIL has long-term commitment to the retail industry. Recognizing this commitment, SAP values PRIL for achieving leadership position in Retail software solution market with its flagship product ‘Retail Excel’. The SAP and PRIL combination will offer the customers, a triple facet benefit. The offering will not only include the inherent merits of SAP’s IS Retail ERP solution and PRIL Retail Excel but also an integrated end-to-end software solution.”

Speaking on the occasion, **Mr. Alan Sedghi, President and CEO, SAP South Asia** said, “Retail is a key focus for SAP and we are the market leader in providing enterprise solutions to retail, consumer products and distribution companies globally and in India. To reap the benefits of a fast growing economy and to excel in this highly competitive segment, companies in the sector are looking at adopting technology as a key enabler, fuelling the demand for world-class business software solutions. We are delighted to work along with Polaris Retail Infotech to provide Indian companies operating in this sector with our market leading solutions, customised for the Indian business environment.”

### **About SAP**

SAP is the world’s leading provider of business software solutions\*. Today, more than 32,000 customers in more than 120 countries run SAP® software—from distinct solutions

addressing the needs of small and midsize enterprises to suite offerings for global organizations. Powered by the SAP NetWeaver® platform to drive innovation and enable business change, SAP business solutions help enterprises of all sizes around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. SAP industry solutions support the unique business processes of more than 25 industries, including high tech, healthcare, retail, public sector and financial services. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol “SAP.” (Additional information at <<http://www.sap.com>>)

(\* SAP defines business software solutions as comprising enterprise resource planning and related software solutions such as supply chain management, customer relationship management, product life-cycle management and supplier relationship management.

**About Polaris Retail Infotech,**

Polaris Retail Infotech Ltd (PRIL) is a leading retail technology player in India. PRIL is a wholly owned subsidiary of Polaris Software Lab Ltd, a Nasscom Top 10 provider of banking and financial services software solutions. Its all-India clients include retail chains like Titan, Metro, Welspun, Derby, Ritu Kumar, Kitply, DCM, Hakoba, Lilliput, Maspar and Jashna.

For more information on PRIL, please visit [www.polarisretail.com](http://www.polarisretail.com).

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