

For Immediate Release

***Polaris Retail's Xf (Xchange Framework) launched;
Successfully implemented at DCM Shriram***

Chennai, Nov 24, 2008: Polaris Retail Infotech Ltd. (PRIL), a leading retail software provider and a wholly owned subsidiary of Polaris Software Lab Ltd, today announced the launch of **Xf -Xchange Framework**, a middleware solution to configure retail stores for seamless integration with backend enterprise solutions - both for B2B & B2C environments.

Mr. Rajesh Gupta, President & Business Head, Hariyali Kisaan Bazaar (A rural retail chain of DCM Shriram Consolidated Limited) said, 'With Retail Excel Store Management Solution we now have a smooth running business process that gives us all the benefits of retail store operations, easily integrating with our enterprise solution. **PRIL Xf** offered the easy-to-use integration solution that solved our business needs, as well as continues to add value to our business for future. **PRIL's Xf** has been deployed at our stores and this exchange framework from PRIL has made the integration process smooth'.

PRIL Xf (Xchange Framework) ' Key Benefits

- Provides a single, open integration platform both for enterprise solutions at Head Office and PRIL's Retail Excel at retail stores/warehouses, significantly reducing the Total Cost of Ownership (TCO).
- Significant reduction in cost of data exchange between stores, warehouse and between multiple solutions deployed at backend of a retail chain.
- Highly configurable to enable PRIL's Retail Excel software solution to perform as '**Store Management Solution**' or as a '**Check-Out**' system
- PRIL Xfis developed on the Service Oriented Architecture (SOA)

Commenting on the launch, Mr. Mohit Oberoi, Senior Vice President & Business Head - Polaris Retail Infotech Ltd said, 'We have put together our 10 years of domain expertise in the retail vertical coupled with our software competency in developing this overwhelmingly simple, useful and cost effective Xchange framework. I am glad to present this to the retail world to substantially reduce their TCO viz. software deployments & integrations and at the same time enhance their control on their retail ecosystem through seamless integration between stores and backend legacy/enterprise solutions'.

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 leading provider of banking and financial services software solutions. Retail Excel is the flagship solution from PRIL,



which is deployed at leading retail chains in India and South East Asia across multiple retail categories and formats. Retail Excel is also successfully integrated with various enterprise solutions at the backend like SAP, Oracle Apps, BaaN, Microsoft Axapta, Ramco.

For more information on PRIL, please visit <http://www.polarisretail.com>

For further information, please contact:

Media Relations:

Shailesh Dhawla	Nikhila Kesavan,
Polaris Software	20:20 MEDIA
91-99620-23124	Mobile - 9840124036
shailesh.d@polaris.co.in	nikhila@2020india.com