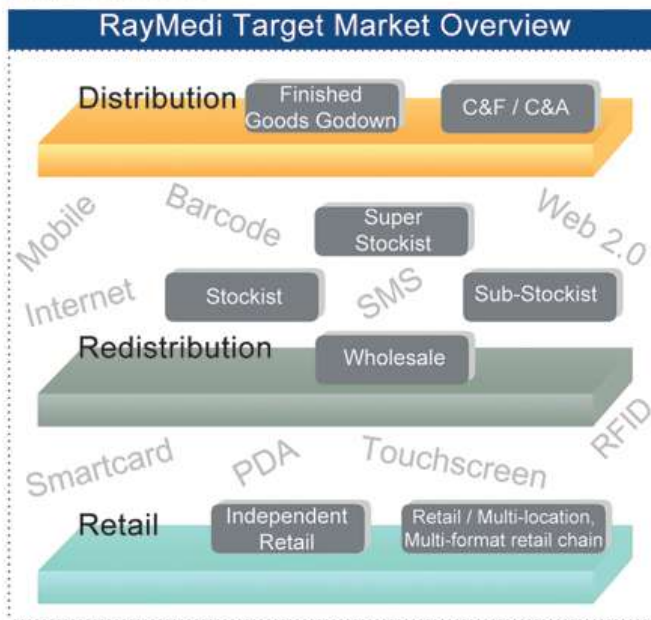


About GoFrugal

GoFrugal Technologies, <http://www.gofrugal.com> specializes in retail, retail distribution and supply chain management solutions. GoFrugal solutions integrate computing, Web 2.0, mobile and SMS technologies to provide comprehensive automation and collaboration among the entire trade and supply chain ecosystem including suppliers, customers, partners, service providers, franchise, franchisor among others. GoFrugal was founded in 2004 and is headquartered in Chennai. GoFrugal has more than 6000 customers across India with sales offices in 30 locations

GoFrugal business management solutions are built with deep understanding of customer needs and pain points using the latest software architecture models, proven and cost effective technologies using the best in class engineering processes. The members of GoFrugal team have significant functional /domain expertise and solid technology background

Target Markets



GoFrugal's solutions address the needs of retail, distribution and redistribution businesses as follows

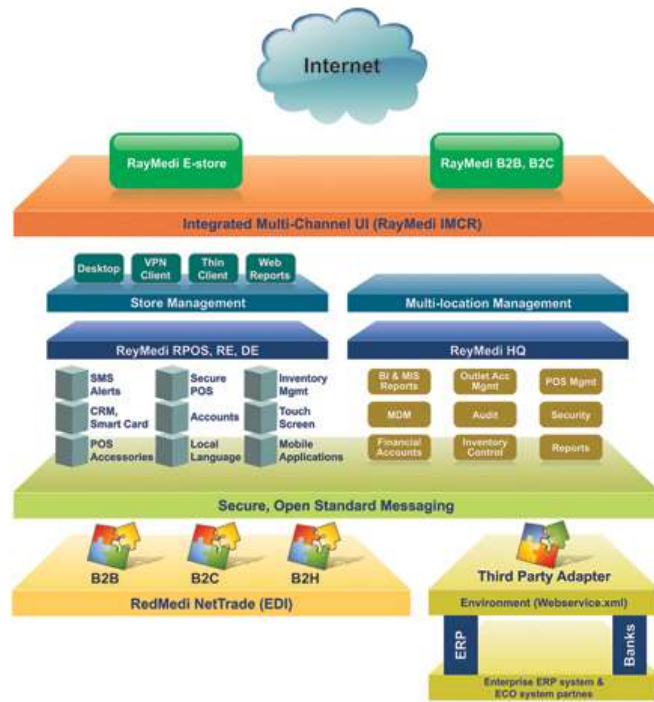
- Independent retailer having a single store. More than 40 retail businesses are supported. Please see the list of business supported for details
- Retail distributors having wholesale agency / stockist / super-stockist / C&A, C&F operations
- Multi-location businesses starting from 2 locations. Scalable as per customer needs
- Sales and distribution solution for manufacturing and marketing companies with global operations
- Modern retailers such as Teleshopping, click and mortar and multi-level marketing companies
- Logistics and distribution companies including goods carrier
- Sales force automation solutions for retail distribution businesses
- Finance and Accounting, solution for Multi-location businesses

GoFrugal Business Benefits

- Low total cost of ownership : Both opex [subscription license fee every year] and capex [perpetual license fee and ASS charges] available
- Lower inventory investment and higher return on investment
- Stay knowledgeable about business with accurate information resulting in increased focus on customers and growth in revenue and profits
- Support for mixed business and operational models to grow your business as per market demand & customer needs
- Continuous R&D to deliver best business practices and evolving statutory needs using latest technologies

GoFrugal Operational Benefits

- Experienced and knowledgeable solution delivery resulting in right solution for your business and operational needs
- 24x7 response center, remote support, well trained field staff & service partners delivering support and service assurance
- Software maintenance tools demonstrating lower cost of maintenance
- Troubleshooting tools for self service, Deliver support over phone and through internet from remote location resulting in higher availability of solution
- Complete security and audit trail of all operations to monitor, review and audit operations to deliver complete peace of mind



RayMedi Solution Overview

Introducing RayMedi

Retail and retail distribution business practices vary depending on many factors such as the store format, the nature of goods sold, the location etc. GoFrugal solutions address such diverse needs in a unique way by which customers get their exact needs met with a product. This lowers the total cost of ownership for the customer and improves the quality of response and support

RayMedi solutions are highly configurable to meet the transaction automation and business process automation needs. RayMedi also has 500 plus quality reports that measure the key operational and business metrics to aid the customer in effective management. RayMedi solutions are fast, accurate, secure, easy to use and easy to train. They are also expandable to grow with the customer's business and operational needs.

RayMedi solutions address the sales and service needs. The solution comprise of sales, purchase, inventory, financial accounting, customer relationship management, online shopping, sales order management, B2B/B2C/B2X e-commerce, integrated multi-channel retailing, logistics, delivery management, SMS alerts, mobile applications such as PDA stock taking, KOT ordering and queue-bust etc.

RayMedi solutions are available as client-server Windows applications and also as cross platform web 2.0 solutions. RayMedi solutions can be deployed on premise or hosted and are available in perpetual and subscription license models

RayMedi solutions offer access to information to the businessman on the move through mobile, web and SMS

Partial List of Business Supported

Departmental Stores Supermarkets Rice and Commodity Traders Vegetable/Fruit shops Sweet Shops Bakery Fast Food Restaurants Gift Items, Greetings and Fancy Stores Toy Showrooms Book Stores Stationery Distribution and Retail Music CD's/VCD/DVD's Auto Spare Parts Sports Showroom Hardware - Electrical / Electronics / Auto Parts / Building Materials Readymade Garments Footwear Shops Luggage and bags White Goods, Household Appliances and Consumer Electronics Glass and Crockery Saloon and Beauty Parlour	Optical Showrooms Mobile Showrooms Computer Hardware and Spares Vessels and other household articles Leisure Stores, Hypermarket and Super Bazaars Generic Pharma Patent Pharma Surgicals Veterinary Pharma Alternative medicines - Ayurvedic, Homeopathic, Unani & Siddha Processed / Packaged Foods, Ready-to-Eat foods, Perishables General Healthcare, Personal care and Cosmetics Pesticides, Manures, Animal feeds Organic, Biological healthcare Bio-tech products FMCG Quick Service Restaurant Textile Fashion Jewellery Periodical / Perishable Distribution Goods Carrier
---	--

Customers

More than 6000 customers and growing each day. Appropriate reference available on request

Head Office

GoFrugal Technologies Pvt. Ltd. Tel : +91-44-4218 4628 SMS : +91-90940 39669
 13 A/209, Velachery Main Road, Fax : +91-44-4202 2218 24x7 : +91-44-4223-7900
 Velachery, Chennai: 600 042. URL : www.gofrugal.com E-mail : sales@gofrugal.com

For Channel Partner enquiries
 Call: 93802 86681
 E-mail: partners@gofrugal.com

This document is for information purposes only. GoFrugal Technologies makes no warranties, express, implied or statutory as to the information in this document. RayMedi is a trademark of GoFrugal Technologies. © 2009 GoFrugal Technologies Pvt Ltd. All rights reserved. All other trademarks and copyrights are the property of their respective owners.