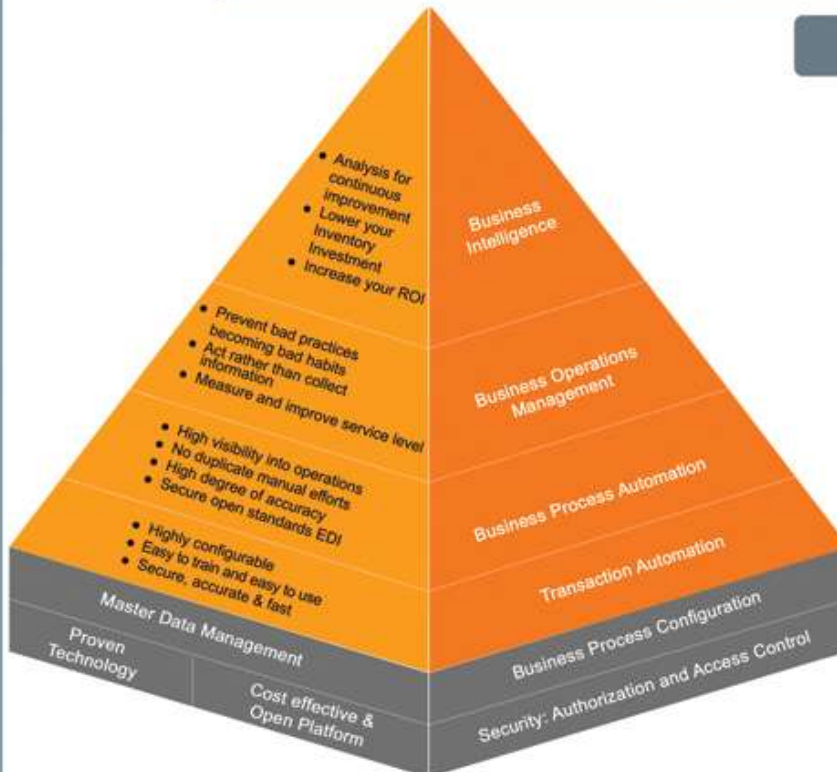


Consulting & Implementation Services

- Lower investments and higher ROI
- High solution availability at low operational management cost
- 24x7 responsive, friendly and well trained support
- Always adopting innovations in technology and business practices

Software Operations Management Tools



Key Features

- GMROI
- ABC Analysis
- Peak hour reports
- Replenishment
- Stock in transit & stock audits
- Security & Audit
- Central Purchase
- Price and Promotions Management
- Centralized FA Management
- Normalization
- EDI
- SOA
- Retail
- Warehouse
- Distribution
- C&A / C&F

Continuous R & D

Browsers	: IE 7, Firefox 3, Google Chrome, Apple Safari
Language	: Java, JSP, GWT. 100% cross platform
RDBMS	: Oracle, DB2, MySQL, MSSQL
Application Server	: Tomcat, IBM Websphere, Sun Application Server
OS	: Windows 2003 & 2008 server, Linux, Solaris, AIX, HP-UX
Hardware	: Multiple Application / RDBMS servers as per business volume

24x7 Response Center

Functional Modules

- | | |
|-----------------------------|------------------------------------|
| Store Administration | Security and Audit |
| Master Data Management | POS Management |
| Category Management | Store Tender Management |
| Central Purchase | Replenishment |
| Goods Receipt Management | Warehouse Management |
| Supplier Payment Management | Software Operations Management |
| Price Management | Integrated Multi-channel Retailing |
| Promotion and Scheme | B2B E-commerce |
| Customer Loyalty | Financial Accounting |
| Inventory Management | Business Intelligence |

About RayMedi HQ 3

RayMedi HQ 3 helps you centrally manage your multi-location, multi-format retail and retail distribution business. The highly configurable RayMedi HQ 3 offers the control, freedom and flexibility to maximize ROI while minimizing the investment and operational costs

RayMedi HQ 3 solution is secure, accurate, easy to learn, fast and easy to use. RayMedi HQ 3 is highly scalable and extensible

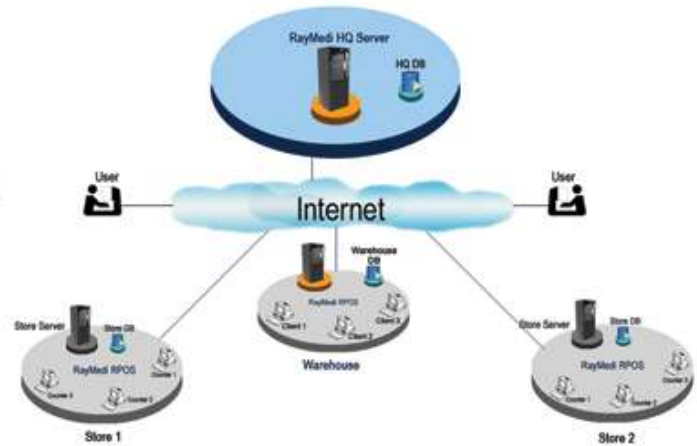
Why RayMedi HQ ?

Today's multi-location retail and retail distribution businesses are operating in a challenging and dynamic environment that require special tools to survive and grow. Some of the challenges faced by these multi-location businesses are:

- High competition resulting in margin and volume pressure
- Increasing operating cost on all fronts – manpower, retail space, electricity etc.
- Continuously changing price environment – Everyday price
- High employee turnover, increased distractions and lower concentration from staff
- Highly creative and confusing promotions & schemes from suppliers
- Ever increasing products in each category
- Increased consumer awareness on brands, prices and offers
- Need to source products from across the country / globe

From simple beginning, where retail business just involved setting up the store in the right location, procuring the right products, bringing them to the retail store and fixing a price to sell it, today retail business demand many more skills and much more knowledge to run

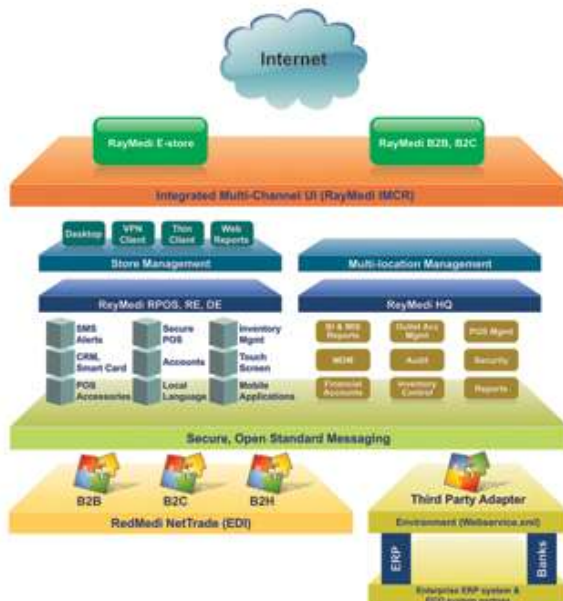
'RayMedi HQ 3 is a global solution for every location needs'



RayMedi Deployment Architecture Overview

RayMedi HQ 3 along with the store management [RayMedi RPOS/DE/RE] and messaging modules [RayMedi NetTrade] is the ideal solution that multi-location retailers need to overcome these challenges. RayMedi HQ 3 can be configured to give you

- Total security and control
- Freedom, flexibility and speed at the store
- Complete automation resulting in elimination of error-prone manual data entry
- Elimination of data entry ensures staff attention from data capture to quality and analysis of data
- Accurate information resulting in one version of truth in people intensive retail business
- Knowledgeable reports for effective management and growth



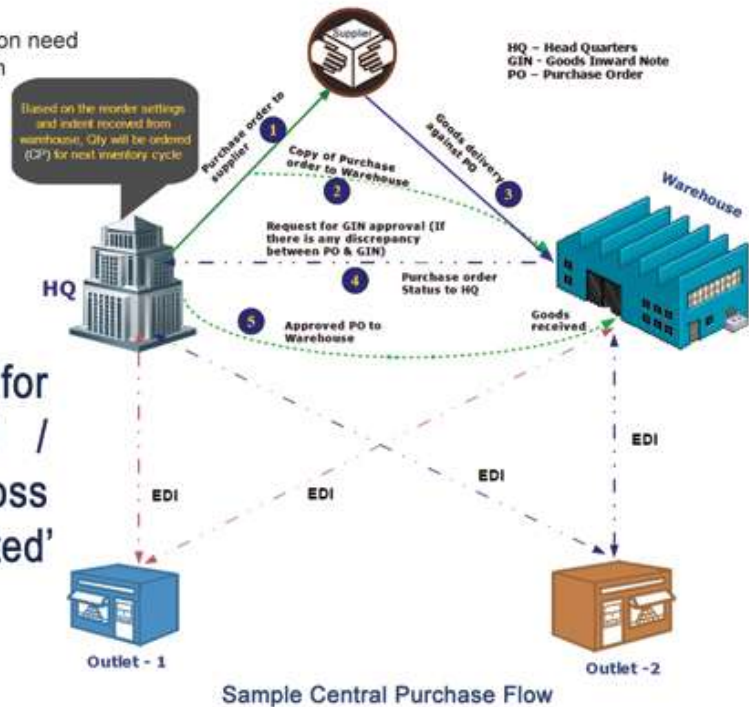
RayMedi Solution Overview

'Open standards based robust, scalable and extensible architecture'

GoFrugal understands that the days of command and control style of operations are over and we are in the era of collaboration. GoFrugal also understands that retail business is not a homogeneous business with a straight-forward approach for success but a highly heterogeneous, creative and location specific business. This means the software solution used to manage a multi-location business must offer

- Flexibility to manage uniformity and diversity based on need
- Flexibility and Control for each store format / location

'Optimal procurement strategy for every single SKU / brand / supplier. Flow-through / cross docking and put-away supported'



RayMedi HQ 3 addresses the needs

- Each business location has different partners : In this model, some products are sourced locally and some are purchased centrally. There could be still other products that are ordered centrally but delivered locally at each store. In summary, each product has its own purchase, sales & inventory strategy based on the cost of procurement, storage and sales
- Multiple store formats carrying different set of products per store format with different pricing for each store : A multi-location business may have different store formats with different products & also location specific pricing policy that needs to be managed centrally
- Multiple store ownership & operation model where there is a mix of company owned company operated, company owned franchise operated, franchise owned company operated and franchise owned franchise operated stores. Each one of these stores will require different operating policies, controls and measures
- Exclusive brand stores : Both exclusive brand only stores and exclusive brand stores with complimentary, non-competing products where the main brand alone is managed centrally and the other products are left to the discretion of the local store
- Multi-brand stores : The store shares master data, procurement, sales, inventory and service data. They are also shared with every or all brands
- Volume, value, service or any combination of these could be your Unique Business Proposition in Retail



Sample Franchisee / Chain-owned Outlet Replenishment Flow

'Replenishment to optimize inventory investment and to improve inventory velocity'

In terms of solution depth, RayMedi HQ is designed for Integrated Multi-Channel Retailing where retailer can benefit from walk-in, web-in, phone-in and mobile-in orders. Also, the pricing, promotions and order management are consistent and uniform across the sales channel, increasing the customer satisfaction and reducing the operating cost with Multi-Channel Retailing.

Interested in RayMedi HQ ?

For more information on RayMedi HQ, please visit www.gofrugal.com/chainshops/index.html

About RayMedi HQ 3

RayMedi HQ 3 is available in 3 editions

Standard : Data of all outlets available in central location. Accounts can be consolidated centrally but Inventory reports are available location wise. Suitable for 2-5 location businesses

Professional : Master Data Management, Consolidated as well as location wise reports available for Transactions, Inventory and Accounts. Suitable for 4-20 business locations

Enterprise : Centralized Management & Control of Multi-location businesses including price, promotions, purchase, goods receipt, physical inventory etc.. Suitable for multi location businesses operating in more than 5 locations and scalable to any level as per your need

Module	Standard	Professional	Enterprise
Security & Audit	✓	✓	✓
POS Management	✓	✓	✓
Store Tender Receipt Management	✓	✓	✓
Financial Accounting	✓	✓	✓
Software Solution Operations Tools	✓	✓	✓
Outlet wise Reports	✓	✓	✓
Store Administration	✗	✓	✓
Master Data Management	✗	✓	✓
Category Management	✗	✓	✓
Supplier Payment Management	✗	✓	✓
Consolidated Outlet Reports	✗	✓	✓
Inventory Management	✗	✓	✓
Central Purchase	✗	✗	✓
Goods Receipt Management	✗	✗	✓
Price Management	✗	✗	✓
Promotions & Scheme Management	✗	✗	✓
Replenishment	✗	✗	✓
Warehouse Management	✗	✗	✓
Business Intelligence	✗	✗	✓
Logistics Management	✗	✗	✚
Customer Loyalty Management	✗	✚	✚
Integrated Multi-channel Retailing [IMCR] (Call center ordering and B2C/B2B/B2X E-commerce)	✗	✚	✚
Sales Order Management	✗	✚	✚
Alerts Management	✗	✚	✚
Consumer Service Management	✗	✚	✚

Note: ✓ Feature available with the product.

✗ Feature not part of the product

✚ Add-on feature available with a complimentary product / service. Separate license fee applies for the add-on feature

Who needs RayMedi HQ 3

- Multi location retail businesses with company owned company operated [COCO], company owned franchise operated [COFO], franchise owned company operated [FOCO] and franchise owned franchise operated [FOFO] models
- Multi location Distribution / Redistribution business
- Modern multi-channel retailers such as teleshopping, online stores etc..
- Manufacturers of FMCG, pharmaceutical, chemical and other products with multiple sales points with a network C&A / C&F / Super stockist requiring centralized management and control

Who are using RayMedi HQ 3

RayMedi HQ 3 has been deployed in more than 40 types of retail businesses including supermarket, grocery, garment, textile, mobile, computer hardware, bakery, quick service restaurants, fruits and vegetables etc..

RayMedi HQ 3 has also been deployed to manage the sales & distribution and Supply Chain of Manufacturers in FMCG, Mobile, Garments, Pharmaceutical, Chemicals, Industrial Products etc..

RayMedi business management solutions can be deployed incrementally as your business grows. You can start from one retail store to all India chain, deploying RayMedi solutions with the required controls at each phase of your growth

Customers Testimonials

Your Head Quarter software has lot of features. The centralised accounting system helps our retail chain very much. The product merging is another wonderful feature that help our business very much. Whenever we need, the technical support you give is excellent - **Mr. Deepak, Gandhi Bakery, Baroda**

The software is designed excellently, built on latest technology and also very user friendly. The centralized reports available with RayMedi Head Quarter software helps us replenish the inventory at outlets and also gives better control over our business. - **Mr. Fuzail, Sapphire Toys, Bangalore**

Performance of your Head Quarter software is excellent. The software is complete with all the features that we require. We found the Transaction & MIS Reports very useful to manage our business and the technical support is excellent.. - **Mr. Ramesh, Kalyani Covering, Trichy**

We have been using RayMedi HQ @ NGCC (National Guest Care Centre- Bangalore) & RPOS @ Pizza Corner Dine in stores from Oct 2007. All our Pizza Corner Dine in stores have been connected with our NGCC for our delivery segment guests. We will receive calls from across PAN India to NGCC and all the stores have been connected with our NGCC to send the delivery orders to the stores real time. We were using DOS mode application initially (almost for a decade) and we were very sceptical to change the package to Windows based. Finally, we analysed RayMedi HQ package and got convinced about the performance and also the features. Then, we did the complete rollout on Oct 2007. We are getting remarkable service from Gofrugal team. I am really appreciating their response time to attend the complaint calls, as their team understands the criticality of their customer's business. - **Mr. Venkata Subramanian, VP - IT & NGCC, Pizza Corner, Bangalore**

GoFrugal's Retail Chain Software is extensive, feature rich product with very cost-effective and reliable chain connectivity solution. Every individual we come across in GoFrugal team is fully dedicated and devoted towards their company and determined to satisfy the customer needs. They possess excellent fault diagnostic skills and with powerful stamina to work for long hours. - **Mr. Talkin Zamindar, Media Infocom, Bharuch**

The major part of the software Head Quarter is doing very fantastic task from single point. We can able to create, edit and send item master to all our outlets. User allocation, Report viewer, Price changing are some of the best part of the software. Of all the above factors the most important point I would like to say is the service of the technical team (RayMedi RPOS, NetTrade & HQ). The way in which they are responding is very good. They are highly dedicated to their job. They can understand our difficulties and problems and able to give solutions by phone or by system access (VNC) or by physical presence. This is the most valuable part of the money which I paid for the software. - **Mr. Sridhar, Mahayogam Supermarket, Chennai**

Head Office

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