

## OUR MISSION

To be a best-in-class, end-to-end IT solutions partner in the markets of our choice.

## BUSINESS MODEL

### Principal business activities

- Software solutions
- IT services
- Professional and consulting services

## BUSINESS FOCUS

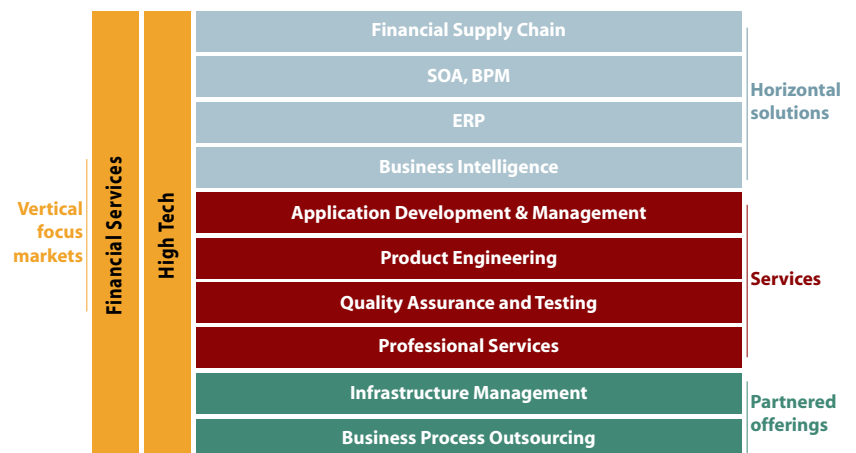
- **Banking**  
Corporate Banking, Retail Banking, Payments, Capital Markets
- **High Tech**  
ISVs in Industry Applications, Enterprise Applications, and Tools and Middleware.
- **Insurance**  
Life Insurance

## COMPANY FAST FACTS

PSI Data Systems is the global information technology services arm of the Aditya Birla Group, one of the largest business houses in India. As a global company providing software engineering leadership, PSI offers *end-to-end* IT solutions for its focus market segments.

Built on a foundation of values and the heritage of one of the oldest and most respected business houses in India, PSI Data Systems is supported by robust and agile operating processes. It is assessed at SEI CMMI Level 5, certified under ISO 9001 Quality Management System and ISO 27001 Information Security Management System.

PSI has an employee strength of 700 spread across offices in the US, Europe and Japan, with fully equipped delivery centers in India.



### where Insight drives Value

PSI's proprietary *Insight-to-Value* process looks at fundamental market segment-specific business drivers to help us develop unique, focused value propositions for our clients by building our solution offerings and service capabilities.



where  
Insight  
drives  
Value™

## GOVERNANCE

- PSI Data Systems Limited is a public limited company, listed on the Bombay Stock Exchange (BSE).

- Board of Directors

**Mr. Kumar Mangalam Birla**  
*Chairman*

**Dr. Bharat K Singh**  
*Managing Director, Aditya Birla Nuvo Limited*  
*Director, Aditya Birla Management Corporation Limited*

**Mr. Dev Bhattacharya**  
*Group Executive President - IT and ITES, Aditya Birla Management Corporation Limited*

**Mr. Adesh Gupta**  
*Wholetime Director and CFO - Aditya Birla Nuvo*

**Mr. Arun Thiagarajan**  
*Company Director; Former President - HP India;*  
*Former Vice-Chairman - Wipro Ltd.*

**Mr. Damodar Ratha**  
*Chairman - Peerless Fabrikkerne (India)*

**Mr. Girish Dave**  
*Senior Partner - Dave & Girish & Co., Advocates*

- Management

**Mr. Sampath (Sam) Iyengar**  
*Chief Executive Officer*

## VALUES WE VALUE

- Integrity
- Commitment
- Passion
- Seamlessness
- Speed

*End-to-end*, from concept-to-delivery, PSI solution offerings are designed to enhance the effectiveness of the strategic response that clients are targeting for business success.