



PRESS RELEASE

For Immediate Release

DEI Tech. Pvt. Ltd. merges with Venture Infotek

Mumbai, March 03, 2009 - DEI Tech Private Limited, with the largest state-of-the-art secure card personalization bureau in India, has merged with Venture Infotek Global Private Limited and the court order pronouncing the amalgamation of the companies has been received. Both DEI and Venture Infotek were earlier independent entities catering to two different sets of requirements in the card industry.

Expressing his delight on completion of the merger formalities, Mr. Piyush Khaitan, Managing Director, Venture Infotek Global Private Limited said, "By combining the strengths of both organizations, the merged company will be able to pursue more opportunities and take on greater challenges. In addition, we will be able to realize synergies through more efficient operations and economies of scale. The merger will help Venture Infotek in more ways than one. We can now go-to-market with an even stronger presence than before and offer our entire suite of integrated end-to-end card payment solution offerings to an even wider spectrum of customers. The merger will not only help streamline our processes, but also help service our customers better under one umbrella."

DEI has been providing cards and fulfillment services to the banking and loyalty industry vertical for over 16 years and has established itself as a leader in the business with a commanding market share. The company began by importing plastic cards for banks and then moved into personalization services by setting up a Card Processing Bureau in Mumbai in 1998. This Personalization Center is the first in India to be certified by VISA and MasterCard for personalization of their card products. The Mumbai Bureau has a capacity to personalize around 36 million cards per annum.

Venture Infotek is India's premier transaction management company, and handles the back-end for a majority of the debit and credit card transactions between merchant establishments and the issuing banks. Venture Infotek manages an installed base of over 150,000 Point of Sale (PoS) terminals and is a leader in its segment.

The two leaders coming together has given the merged entity a critical mass, which will help the organization being viewed as a serious player on a global scale.

About Venture Infotek:

Venture Infotek Global Pvt. Ltd. is India's first and leading ISO 9001:2000 transaction processing and knowledge management company. Incorporated in 1997, Venture Infotek pioneered the introduction of e-Payments in India, and since then has continued to be instrumental in shaping this industry. The company not only enjoys a tremendous first mover's advantage, but also has in place a superior infrastructure, providing integrated end-to-end card

payment solutions to organizations across industry verticals like banking, financial services, petroleum, retail, telecom, manufacturing, government and travel & hospitality. Venture Infotek has recently been declared the winner of the prestigious IMC Ramkrishna Bajaj National Quality (RBNQ) Award for 2008, in the Small Business category.

Venture Infotek manages payment card and other transactions emanating from over 150,000 Merchant locations in India. Last year, Venture Infotek processed 150 Mn transactions with a commerce value of Rs. 35,000 Cr. (USD 7 Bn). DEI, the cards and fulfillment division of Venture Infotek, with the largest state-of-the-art secure card personalization bureau in India has a capacity to personalize around 36 million cards per annum. Besides debit and credit cards, Venture Infotek is also present in the space of prepaid cards such as travel and gift cards. NeoWorth, the merchant business division of Venture Infotek, not only offers multi-application Point-of-Sale terminals to merchants, but also innovative products such as ExchangePlus, a Dynamic Currency Conversion solution. Crossing the digital divide, 'Venture Grama' is an initiative from Venture Infotek on developing cutting-edge technology and making it available to the rural poor. With a truly pan-India reach from Leh to Port Blair, Venture Infotek services are available in over 6,000 unique postal PIN codes across the country.

Venture Infotek is now spreading its wings internationally, servicing customers in other parts of Asia, as well as the Caribbean and the African markets.

For more on Venture Infotek, please log on to: www.ventureinfotek.com