

# Fact Sheet

**GENEVA SOFTWARE TECHNOLOGIES LTD. (GSTL)** is promoted by the Geneva Group, spearheaded by tech-savvy entrepreneurs with commendable technical and managerial background and having a turn over of USD 100 million. GSTL's highly qualified R&D team with over 15 years of research experience has developed innovative technologies in the language domain. These technologies integrate seamlessly to Enterprise, PDA and Mobile Platforms. GSTL has patented three of its technologies in USA and PCT Switzerland.

## Spokespersons

### Mr. Murali Krishna Reddy

BE (CS & Engg.), MBA (London)  
Managing Director

First Generation Entrepreneur from the family. His Technical Qualification and Management studies in London have given him a very broad exposure in terms of business and strategy across the continent.

His active role in CII, FICCI in promoting Indian Business (SMEs) abroad made him to travel across the and positioned him very strongly in Govt., and corporate circles as a dynamic and professional business executive.

His financial acumen and successful business entrepreneurship brought him appreciation and awards from Fortune 500 top clients (GE, Siemens etc) , Banks SBI , BOI and IIM-Bangalore.

Long term strategy and positioning of Geneva group with very strong professional team and investor networking will make Geneva as one of the preferred Brand globally in future.

### Mr. Ravindra V V

BE (Electrical & Electronics)  
Inventor and Director Technical

He is the main technical brain and inventor for the language technologies. He has 15+ years of R&D experience and has pioneered language technology which breaks the barrier to reach information to the common man.

He is a child prodigy, inspired by the fascinating world of electronics, Physically challenged from Childhood and had a great family support and drive to excel in technology.

His innovative thinking made him very strong in present and future cutting edge technologies and can compete across the top technologists in the world. He is one of the promoter Directors of GSTL.

### Mr. R Amar Singh

Director - Corporate Branding &  
Business Development

A graduate in Engineering having and experience of 9 years and broad exposure at India and abroad and having a vast knowledge in the field of Marketing. He is a Marketing Expert and instrumental in Mkt. strategy of GSTL.

His strong communication skills are asset to the organization in promoting and positing Geneva brand across the clients and in the market. He is one of the promoter Director of GSTL.

## Our Horizontal Capabilities

### Technology

Geneva Software Technologies have patented the following technologies in US & PCT (Patent Cooperation Treaty), Switzerland and are listed at [www.wipo.int](http://www.wipo.int). Geneva's patents are distinctive to over 1500 applications

VIVID Technology that renders any World Language on any electronic display irrespective of device constraints

NLF (Natural Language Framework) that Migrates Software products from one language to other completely extrinsically

LMS on SIM Card which is world's first & successful attempt to integrate a Language SMS on a SIM card at 3KB of memory

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## Products

### GENEVA E2C

Geneva E2C brings revolution in Business Communication through World's First and Unique Multilingual SMS in all Indian Languages, Geneva E2C is an Easy to Communicate tool to connect customers and societies for enhancing customer relationship and business. With mobile phones becoming popular and SMS becoming the most widely used mobile service, SMS text messaging is the perfect way to reach out to customers, suppliers, employees etc. Geneva E2C is an easy-to-use and powerful software product for any business that wants to pro-actively reach out to its customers. Geneva E2C can be used to send promotional messages in their language for, discount offers, new product information/launches, festival wishes, event announcements, news alerts and many more applications.

### GENEVA NDIS

Geneva's NDIS is a unique and World's first solution to provide natural disaster Information in the form of Local language SMS and Voice to a specific area

The major reason for devastation of human lives etc in any natural disaster is 'Lack of alert information in time'. Geneva's NDIS provides vital alert information to the needy in a shortest time and in local languages

### GENEVA Messenger

Short Messaging System is gaining popularity by the day among cell phone users. However, today its usage is restricted to English. Geneva's Language Framework has been successfully deployed on GSM cell phones to bring SMS in Indian Languages, which will cover the entire population of India...helping break the Digital & Language Divide. Geneva has 4000+ man-months of R & D experience in building language solutions, drawing a growing segment of non-English speaking literate population to the benefits of Information Technology.

## Company Vision

"To be a globally admired software corporation, that provides innovative products and solutions, by incubating cutting-edge technologies and unleashing creativity by nurturing best-in-class talent, while chartering a path of sustained value creation for stakeholders. "

### Values

Customer-centric Approach	A commitment to use a customer-centric approach so that customer needs are addressed at every step
Healthy Aggression	A commitment to retain a healthy sense of urgency and a sense of ambition in raising the bar each time
Innovation that Disrupts	A commitment to aspire for path-breaking innovation that can change the way work gets accomplished
Leadership with Ownership	A commitment to exhibit leadership and to feel personally responsible for results
Integrity and Business Ethics	A commitment to follow a stringent ethical standard while conducting business and in all activities and matters

## Operations' Overview

Primarily operates from its Corporate Office & Technology Development Centre at Bangalore, governed by efficient process -driven operations covering the entire gamut from evolution of idea to the product delivery and support services. Strong focus on Operations from the management level and percolations to the team.

## Company Strength and Presence

- Strong R&D Background
- First Generation, young & highly energetic management team
- World Class Infrastructure and Team

## Milestones

- Nominated for the 3 GSM Mobile Innovation Awards 2006
- Nominated for the Best Technology Award 2006, Department of Science and Technology, India
- Bagged all India BSNL order to cater to over 17 Million subscribers
- Launched Geneva NDIS all over India on 27th October 30, 2006
- Launched GMS Service in Karnataka, Andhra Pradesh and Maharashtra