

allied digital services ltd.



allied|digital
beyond boundaries...

June 17, 2008

To,

Corporate Relationship Department
National Stock Exchange of India Limited
Exchange Plaza,
Mumbai - 400 051

(By Fax & Hand Delivery)
26598237/38

Dear Sir/Madam,

Sub: Press Release

With reference to above, we would like to inform you that the Company has bagged the contract for Implementation & Management of Toll Collection & Traffic Control Solution from GMR Projects Private Limited who are one of the leading infrastructure developers in India.

In this context company has issued enclosed information to press, which has been enclosed here for your records.

Kindly take the above information on your records and oblige.

Yours Faithfully,
For Allied Digital Services Limited

Prakash Shah
Executive Director

Encl: As above.



PRESS RELEASE

GMR Projects awards contract to Allied Digital for state-of-art toll naka project

To execute toll naka projects in Chandigarh, Jadcherala, Pochampally & Ulundurpet

Mumbai, 17th June, 2008: Allied Digital Services Limited (BSE: 532875) (NSE id: ADSL), leading Systems Integrator and an IT Infrastructure Management Services provider today announced of it having bagged the contract for implementation & management of Toll Collection & Traffic Control solution from GMR Projects Pvt. Ltd., who are one of the leading infrastructure developers in India. The total order value for the contract will be about INR 200 million.

GMR has four national highway BOT concessions under development, awarded by National Highway Authority of India (NHAI).

The four concessions include:

- a) GMR Ambala Chandigarh Expressway Pvt. Ltd., (GACEPL),
- b) GMR Jadcherala Expressway Pvt. Ltd., (GJEPL),
- c) GMR Pochampally Expressway Pvt. Ltd (GPEPL), and
- d) GMR Ulundurpet Expressway Pvt. Ltd (GUEPL).

Under this contract, Allied Digital Services Ltd. (ADSL) will implement & manage IT infrastructure, intelligent video surveillance, unified communication, automated access Traffic Controls and optical scanners for vehicle classification for all the four national highways of GMR (above four locations) and enable centralized management. The execution for all the locations is expected to be completed by the end of this year.

Speaking on the new development, Mr. Nitin Shah, Chairman & Managing Director, ADSL said, *“This contract of INR 200 million will supplement in developing superior infrastructure which is the need of the future in order to drive the economic growth faster. ADSL has the IT infrastructure management expertise that provide onsite and remote services. The Toll management system equipments provided by ADSL will offer better traffic management while the*

toll is collected efficiently & promptly. It will accurately capture classification details of each passing vehicle for audit thus ensuring reliable toll collection”.

The current scenario states that infrastructure companies are showing great interest in IT players when it comes to providing infrastructure solutions for their growing business needs. In India, the toll market plays a significant role in this sector and is expected to grow substantially, especially in the light of road projects.

Mr. Nitin Shah further added *"The toll market appears very attractive in terms of sheer size and growth potential for the IT industry. It is undoubtedly the booming business for the next 10 years. With the government working towards connecting the entire nation with excellent road network such a contract that too with GMR will propel the growth of ADSL with the increase in the toll business across the country”.*

About Allied Digital Services Limited

Allied Digital, a Systems Integrator and IT Infrastructure Management Services Provider, operates across a network of 92 locations in 25 states across India and with a team of around 1,800 employees country-wide. Allied enables global, large and medium enterprises and service providers to reduce their total cost of ownership using a combination of onsite and remote services, a preferred choice for outsourced technical support for business-to-business, business-to-consumer, e-commerce and corporate internal environments.

Allied Digital seeks to enhance its position as a provider of Integrated IT services by addressing new geographies, acquiring new markets, products and services via strategic acquisitions as well as inorganic growth through cross-selling and up-selling. In addition, growth is achieved through sales, marketing initiatives, and strategic deals with OEM's, technology partners, to offer technology solutions, managed services and professional services to global customers.

The Global Delivery Centre being set up for Remote Management Services consisting of Network Operation Centre (NOC) and Information Security Operation Centre (SOC). NOC provides innovative managed services platform - a key driver for growth in managed services market, whereas SOC provides proactive protection and risk management for enterprise security 24x7 to its customers. In collaboration with E-cop, Allied plans to be one of the first in the country to provide managed security services such as highly specialized 24x7 information

security surveillance service, powered by advanced event correlation engine and incident handling technology. The Global Delivery Centre will also house a 250seater Tech BPO.

Allied Digital had a strategic tie-up with Echelon to foray into Intelligent Building Management and Energy Management Solutions. The company's focus is to invest in future opportunities by expanding in high potential service lines (TBPO and RMS), profitable complex technology and business solutions. It aims to stay ahead by leveraging **early-mover advantage** in emerging technologies like Intelligent Business Management Systems (IBMS), Managed Security Services (MSS) and Cheque Truncation Services (CTS).