



Intel Capital Makes Strategic Investment in Allied Digital Services

Mumbai, September 27, 2010 – Allied Digital Services Ltd. (Allied or Company), a leading Indian IT services and solutions company, recently awarded the Forbes ‘Best under a Billion’ (dollar revenues) award (2008, 2009, 2010 -for 3 consecutive years); today announced the signing of an agreement with Intel Capital under which Intel Capital will invest in warrants to purchase Allied Digital equity shares. The parties expect allotment of the warrants to take place later this year following receipt of regulatory approvals and satisfaction of other customary conditions.

“We believe that enterprise remote infrastructure management segment is positioned attractively for tremendous growth over the next several years. Allied Digital is one of the technology leaders in this space and this investment enables Intel Capital to further enhance the technology adoption worldwide, in the enterprise space”, **said Sudheer Kuppam, Managing Director, Intel Capital Asia Pacific.**

Commenting on the development, Mr. Kevin Schatzle, President of Allied Digital, LLC in USA said, “We are pleased by the fact that the Strategic Investment in Allied Digital by Intel Capital validates our approach to Remote Infrastructure Management and Cloud based delivery of I.T. services, leveraging Intel technologies. Allied Digital has significant momentum and customer wins to support our belief that there is a major migration from traditional capital intensive own-and-operate models to Cloud and operating expense or subscription based delivery of I.T. services. Our collaboration with and validation from Intel will assist us in broader penetration into the global marketplace.”

Allied Digital, through its subsidiary Allied Digital Services LLC in USA has been one of the forerunners in the use of Intel® Core™ vPro™ Processor family into its wide-ranging customer solutions. Allied is currently integrating Intel’s latest generation of intelligent business platforms to take advantage of the virtualization and automation features of Intel vPro Processor technology, offering remote IT asset management that minimizes desk side visits while enhancing security and customer productivity.

Intel Core vPro processor technology will enable remote configuration, diagnosis, isolation and repair of infected PCs – even when those units are unresponsive – to help customers control management costs, protect data, work more efficiently.

Commenting on the development, Mr. Nitin Shah, Chairman & Managing Director said: “The investment from Intel Capital is strategic in nature and it opens a huge window of opportunity for Allied. We believe that this association with Intel will catalyze our go-to market strategy in the Infrastructure Management Services space as we will collaborate with the wealth of resources from Intel in established and emerging markets, to offer a highly sophisticated and improved service offerings to our customers.

About Allied Digital Services Ltd:

Allied Digital Services Ltd (Allied) provides a range of IT Infrastructure services and solutions including managed services and physical and information security solutions to leading Indian and global corporations. The company has a presence in over 132 locations in India, and over 40 states in the USA, through its subsidiary Allied Digital Services LLC.

Allied is an ISO 9001: 2000 certified company with a global command centre certified under ISO 27001:2005. Allied Digital Services Ltd. is among the few companies with a truly pan India direct presence in 132 locations across the length and breadth of the country – servicing over 40, 000 pincodes on the same day.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.5 billion in over 1,050 companies in 47 countries. In that timeframe, 175 portfolio companies have gone public on various exchanges around the world and 241 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

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Safe Harbor: *Certain statements made in this release concerning our future growth prospects may be interpreted as forward looking statements, which involve a number of risks and uncertainties that could cause the actual results to differ materially from those in such forward looking statements. Investors are requested to use their discretion in relying on them. We do not undertake to update any forward-looking statements that may be made from time to time.*