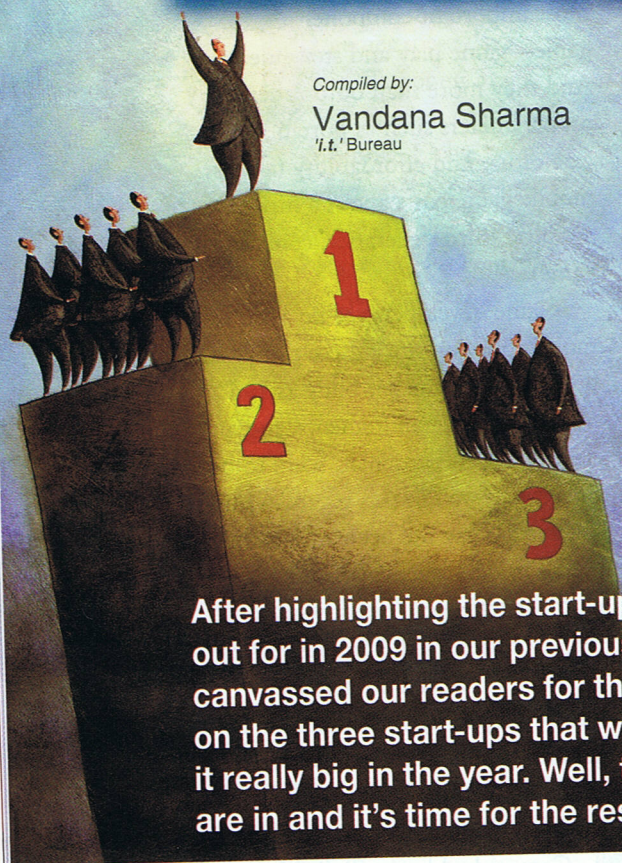


Readers Vote Three Start- Ups That Will Rock 2009!

Compiled by:

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'i.t.' Bureau



After highlighting the start-ups to look out for in 2009 in our previous issue, we canvassed our readers for their opinion on the three start-ups that would make it really big in the year. Well, the votes are in and it's time for the results.

In the story *Start-ups To Watch Out For In 2009* published in the January 2009 edition of 'i.t.', we had presented our readers with a list of 16 Indian tech start-ups that experts and industry observers thought would make it big in 2009.

But 16 is a large number. So we decided to stick our necks out and trim it even further to three! And who better to help us do so than our readers. We took these nominations to 'i.t.' magazine's Web portal, www.itmagz.com, where we conducted a poll to arrive at the three start-ups most likely to race to the top this year.

And the winners are:

1

Sporting Mindz (www.sportingmindz.com) 52% votes



Team—Sporting Mindz

[When we approached the CEO, Sanjay Rao, for a quote, he said that the credit for being voted the numero uno by 'i.t.' readers goes to the entire Sporting Mindz team.]

"With the new year's advent, this special reward has made us feel even more inspired and delighted. We will always treasure this moment. It's an exhilarating feeling. Each one of us is feeling motivated to focus more and help our clients enhance their performance.

"Today, where we stand, innovation is not just a word for us. It's a key to our survival since we are in the most happening domain (sports) that keeps evolving. We understand the need to look at new ways to sustain the goodwill that the firm has earned in such a short span of time."

Team—Sporting Mindz

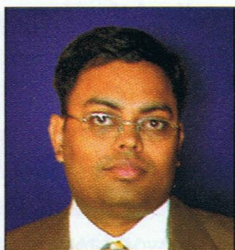
About Sporting Mindz

Sporting Mindz is into developing sports analysis software products to render the best services to professional sportspersons, coaches and athletes, universities, sports academies, physical trainers and physiotherapists.

The company's products help teams and players to analyse their performance in matches, and also assist the coach in analysis and to strategise for current and future matches. The products provide extensive reporting to help coaches identify the strengths and weakness of their players and opponents. Sporting Mindz works with most of the cricket associations in India and has helped these associations gain immense value from its services and support. The company delivers sports-related content to fans too through different media like social networking sites, company portals and in-stadia wireless networks.

2

Mondial IT Consultants (www.mondialit.com) 14% votes



Alok Jajodia, CEO, Mondial IT Consultants Pvt Ltd

"It feels really great and gives us a huge boost to be amongst the top three winners of the poll. On behalf of the whole Mondial family, I profusely thank those who have nominated us, and also those who have voted for us—for the confidence they have shown in us.

"The consulting model, blended with our unique techno-functional expertise and experience, makes us different from other consulting firms."

About Mondial

'An ambit of consultancy' is what the company likes to call itself, and promises to be more like a 'one-stop mall' with various divisions that dispense advice on everything from top-level strategy and choosing software to training, or even saving money on paper clips.

The Mondial IT arm has been established with an objective to set new standards of excellence in IT consulting services. The company aims to provide services to clients to simplify their business complexities, thereby helping them to emerge as winners in today's dynamic and competitive environment.

The company's services portfolio in IT includes Software Advisory services, Process Consulting services, Implementation services, and Interface Development services.

3

MAIA Intelligence (www.maia-intelligence.com) 10% votes



Sanjay Mehta, CEO, MAIA Intelligence

"We are ecstatic on being voted as the third most promising company by 'i.t.' readers. We would also like to thank our customers and partners for their unflinching support, confidence and patronage. We are proud to be the first Indian business intelligence (BI) reporting and analytics software product company, helping Indian businesses take better decisions. Currently, we have more than 50 large corporations using our solution. We now plan to scale higher within India and in overseas markets. We have just begun our journey and I am sure that with this initial success, we would become leaders among MIS solution providers in India, within a few years."

About MAIA

MAIA Intelligence is a company that's into developing powerful business intelligence reporting and analytics software products and has emerged as a growing entity in the BI space. MAIA products aim to be comprehensive, affordable, and easy to learn, use, deploy and maintain. These products are designed to help customers and partners increase productivity and efficiency by transforming data into actionable information.

The company was selected as one of NASSCOM's 100 Top IT Innovators in 2007. It has also been named in the Red Herring 2008 '100 Finalists for Asia' and has been one of the first few companies to be listed in the Microsoft Start-up Accelerator programme. MAIA has even been ranked as the 'Most Trusted IT Vendor' for 2008 in a survey with CIOs by CTO Forum magazine.

Poll Results: Most Promising Start-up-2009 (courtesy www.itmagz.com)

The Start-up	Votes %
Sporting Mindz	52%
Mondial Consulting	14%
MAIA Intelligence	10%
Farepool.com	6%
Myntra	3%
Inbiopro	2%
iYogi	2%
Desicrew	2%
Zoomtra.com	2%
Kanaga Networks	2%
RouteGuru	2%
Pothi.com	2%
Studiosmile	1%
Eko India Financial Services	1%
Robhatah Robotic Solutions	1%
Aspiring Minds	1%