

ITC INFOTECH LAUNCHES SERVICES FOR LIFE SCIENCES INDUSTRY

Co-developed specialized Siebel Pharma SOnGo (Sales-on-the-go) and Siebel PCD (Personalized content delivery) products with Oracle

Bangalore, November 24, 2010: ITC Infotech, is a global IT services and solutions company and a fully owned subsidiary of ITC Ltd. ITC Infotech and Oracle have co-developed a new and differentiated offering for the life science industry- Siebel CRM Offline Client for Life Sciences. The Siebel CRM Offline Client for Life Sciences empowers field-forces with a highly user friendly solution focused on enabling daily activities including: contact and account management, call planning, sample drops and signature capture and interactive electronic detailing. ITC Infotech now offers implementation and consulting support for this new product to ensure rapidly deployment entailing Life Science industry best practices.

According to Anthony Lye, Senior Vice President, Oracle CRM, "Life Science field representatives are now focused on increasing their productivity by spending more time meeting with physicians instead of on routine administrative tasks. ITC Infotech has worked closely with Oracle and our customers to deliver a solution to improve the quality of physician interaction and reduce administrative burden."

According to Mr. L N Balaji, President, ITC Infotech US Operations, "Pharmaceutical companies today are moving away from blockbuster drugs and are focusing on targeted personalized therapies. Optimization and streamlining of processes throughout the industry value chain has increased substantially. Life sciences companies are today looking at information technology to enable enhanced automation of business process that ensures increased and continued business value. ITC Infotech's domain experts and technical know-how, together with its relationship with Oracle, will add discernable value to life sciences companies."

Being a Platinum Oracle PartnerNetwork partner, ITC Infotech brings deep domain knowledge of the Life Sciences industry and is uniquely positioned to provide the best consulting services. It also possesses delivery capabilities around Marketing, Sales and Customer Service functions. ITC Infotech has also developed extensive experience in global implementations on Siebel and has certified capability on CRM On-Demand platform. ITC Infotech will primarily focus on the North America, Europe and Asia Pacific markets.

Press Release

For Immediate Circulation

About ITC Infotech [<http://www.itcinfotech.com>]

ITC Infotech, a fully owned subsidiary of USD 6 billion ITC Ltd, provides IT services and solutions to leading global customers. The company has carved a niche for itself by addressing customer challenges through innovative IT solutions.

ITC Infotech is focused on servicing the BFSI (Banking, Financial Services & Insurance), CPG&R (Consumer Packaged Goods & Retail), Life Sciences, Manufacturing & Engineering Services, THT (Travel, Hospitality and Transportation) and Media & Entertainment, industries.

For further information, please write to: contact.us@itcinfotech.com

Trademarks

Oracle and Java are registered trademarks of Oracle and/or its affiliates.