

Ambara Software Technologies Pvt. Ltd.

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Business Snapshot

About Ambara

Founded by IT professionals with 25 man years of experience in the fields of ITES & Marketing, with a combined experience of 1000 man months.

Incorporated and located at Bangalore, India - the IT hub of the World. Ambara software offers the following services:

- KPO -research and analytics
- Product content management
- Litigation support
- Data Services
- Financial Services
- IT services

Vision

Be a Business value enhancer in IT & ITES services

Mission

"To understand and participate in our customer's vision and strive to build satisfying relationships by providing specialized business services, to achieve common and individual business objectives".

Purpose

To reducing cost to ensure value and quality to our Customers.

Business

ITES and IT services

Values

Individuals who are committed leaders wanting to achieve greater fineness.

About Ambara Research

Ambara Research provides Business Research and Analytics Services to clients globally providing them valuable insights to niche and competitive markets. Our analysts collect and analyze data to provide actionable insights that have a positive and lasting impact on your bottom line.

We provide solutions to the varying challenges faced by Decision makers globally. Some of the questions we help answer include:

- Is your Competition gaining market share?
- Are you losing ground because of outdated technology?
- Do you know what your competition is doing?
- Did you know your products actual potential?
- Are you sending out positive marketing messages?
- Have you exhausted your existing market?
- Do you know your customer preferences?

The Ambara Team

The success of an organization is undoubtedly drafted by its people and the Team Ambara definitely deserves a pat on their back. The team services clients globally in diverse industries with specialization in Consumer Packaged goods, Media and Entertainment, Retail, Financial Services and Insurance.

We have benchmarked our people acquisition strategy to include individuals with specific industry experience to cater to diverse needs of customers globally.

Our team comprises of the following:

- Phd's,
- Management Graduates
- Science graduates
- Technology graduates

The commitment, dedication and the guiding customer centric philosophy of the Ambara Team definitely makes them stand apart. Our people focus on providing lasting value to customers globally and this reflects on the percentage of repeat customers we attract.

Ambara Research values its people and you can count on them for your research and analytics needs.

The Ambara Value Proposition

- Experienced knowledge resources
- Cost advantages
- Quality assurance
- Fast Turnaround time and 24 hour Support
- Customized service offering
- State of the art Infrastructure
- Excellent Management

Ambara Service Offering

Ambara Research offers the following services to clients globally:

Business Research

- Industry Analysis
- Competitor Analysis
- Trends Analysis
- SWOT Analysis
- Location Analysis
- Company Profiling

Market Research

Data Collection

- Survey Hosting
- Programming
- CATI

Data Processing

- Data Entry and Validation
- Coding of verbatim comments
- Cross Tabulation
- Tables and charts creation

Data Analytics

- Statistical Analyses – Standard and Enhanced
- Statistical Packages used – SPSS and Quantum

Reporting

- Power point,
- Word, Excel or
- any other format as per request

(Samples for the above services will be provided on Request only)

Business Analysis for Star Elite Capital Group

About Star Elite Capital Group

StarElite is a boutique offshore corporate finance and private investment banking Services Company with associates in North America, Europe & Asia. StarElite offers alternate & innovative funding solutions, debt and equity structures to businesses and projects across the globe starting from USD10,000,000 to USD1 billion.

What Ambara Research can do for you?

Web Marketing

Research & Analysis

Web Marketing

Research will be conducted to understand the preferences and habits of your target audience on the internet. The research effort will be aimed at identifying mediums on the internet to include but not limited to:

- Websites
- Blogs
- Discussion Forms
- Others

Research

Step 1

- Identify the medium

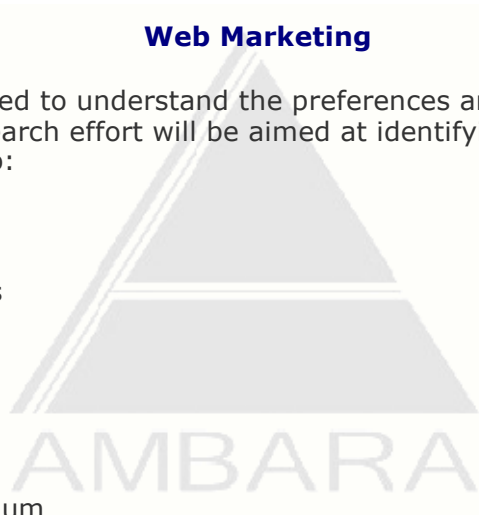
Solutions

Step 2

- Data Mining – Contact Information (if available) etc
- Posting on relevant forums etc
- Advertising on suitable mediums

Step 3

- Redesigning and development – include discussion forums, blogs etc
- Optimizing the website to attract more customers
- Content Management/Development



Research & Analysis

We can analyze the Business Plans you receive to provide you the following information customized for each Plan:

Some of the decision support services could include:

- **Industry Analysis**
- **Competitor Analysis**
- **SWOT Analysis**
- **Location Analysis**
- **Financial Analysis**

Industry Analysis - Provides an In-depth understanding of the Industry the Company intends to business in. Some critical numbers such as Current Growth rate, Growth forecasts, past trends etc helps to forecast future earning potential.

Competitor Analysis - Helps to understand the environment the business would be operating in and is a good comparison to judge future revenue projections and growth strategies.

SWOT – The Evergreen SWOT analyses the company's strength, weaknesses, Opportunities and threats and provides insight into whether the company has taken facts into consideration in their business plan and made necessary amendments to strategy to fill the gaps.

Locations Analysis - Provides an Overview on the choice of region the Company chooses to operate in. The political, Economic, Social and technological Analysis points the advantages of choosing a specific region. Availability of resources, Cost and maturity of Infrastructure etc are pointers to ensure future business success.

Financial Analysis - Digs deeper into the Financial strength of the company by comparing Industry Ratios with Company ratios and providing insight into the financial strength of the company to sustain during difficult times.