



Business Solutions P Ltd

Serve And Inspire Simple Employment for Village Advancement

www.saiseva.co.in



About Us

SAI SEVA Business Solutions was incorporated in May 2006. SAI SEVA is an acronym for Serve And Inspire Simple Employment for Village Advancement.

Our mission is to contribute to the improvement of the Indian rural economy by effectively leveraging the resources in the villages to support the business requirements of companies through an organization which follows the teachings of Bhagawan Sri Sathya Sai Baba on running an ideal business enterprise.

The Concept

The rate at which the BPO industry in India is growing has led to high levels of employee attrition. Companies are being forced to increase salary costs as a measure to reduce turnover. These costs which get passed back to the clients have begun to adversely affect the value proposition of India as a low cost provider of services. While there is no dearth of jobs in Indian cities, the picture is just the opposite in Indian villages. Educated youth have no means of livelihood and are forced to migrate to larger cities. We believe that in this problem of extremes, lies an immense opportunity.

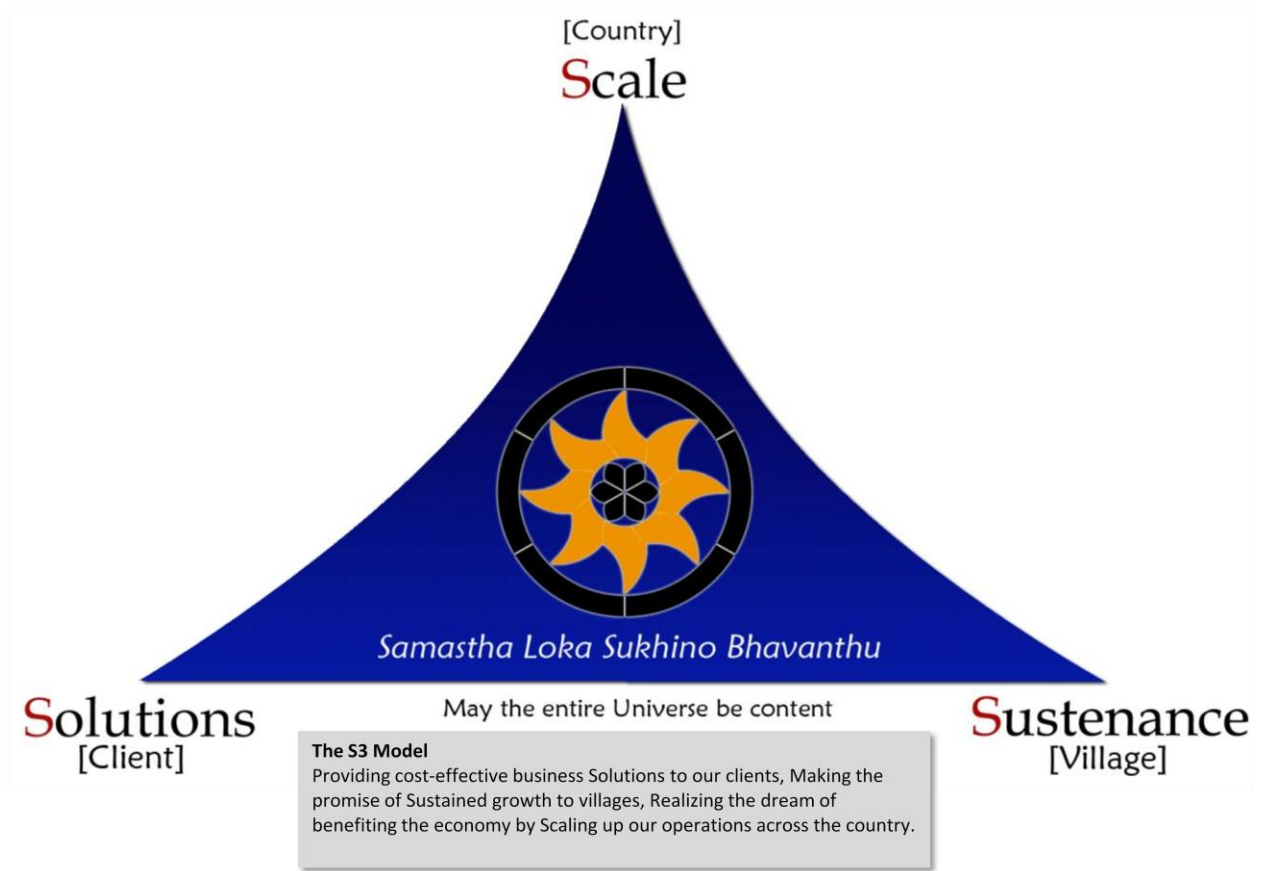
Thanks to the technological infrastructure that is steadily connecting the entire country, we can now set up business processing units in villages and small towns, and by moving low skill requirement jobs to these units from cities, we can not only provide employment to deserving village youth, but also keep costs low for our clients.

SAI SEVA is also a service venture and the profits generated will be reinvested on village development activities like education, microfinance and infrastructure development.

Quality Policy

SAI SEVA is committed to spearhead the concept of Rural BPO by

- ◆ Training and enhancing the skills of the rural educated youth
- ◆ Providing cost efficient and qualitative process support to our clients *and*
- ◆ Striving to continuously improve our service offerings based on the philosophy of Harmony of Thought, Word and Deed.



Board of Directors

SAI SEVA is promoted by a group of individuals who have a rich experience in both national and international operations, especially in the BPO space.

The Directors are

R Sujatha, Managing Director, MMC Group of Companies, Chennai, India
R.Prashanth, CEO, Trayee Business Solutions P Ltd, Chennai, India
CDK Sai Narain, VP and Service Head, Standard Chartered Bank, India
Prasad Ayyagari, Systems Project Manager, Hewlett Packard, Taiwan
NT Shiv Kumar, Director, Infodrive Software Ltd, USA

Services Offered

The SAI SEVA pilot project is located at Puttaparthi, a small town 4 hours north of Bangalore, India. We currently provide the following services for our clients:

For HDFC Bank, India – HDFC Bank is India's second largest bank and they have chosen SAI SEVA to provide critical and timely data capture services.

- ◆ Bank account opening data capture – Customer-filled bank account opening forms are scanned and transmitted to us through leased lines. We capture the form images into data

in a two-stage (dual capture) process that ensures 99% of accuracy. We process close to 130,000 account forms per month.

For Basix, India – Basix is a pioneer in rural livelihood promotion in India and they provide a wide variety of services and financial products for the Indian rural sector.

- ◆ Insurance claims processing – Basix sells insurance products to its rural customers via tie ups with major insurance companies. Claims made by these customers are received at our center where the relevant data is captured from the forms and compliance policy checks are carried out.
- ◆ Fresh proposal forms entry – Insurance proposal forms from prospective customers are received and the form data is captured.
- ◆ Telephone based support – We provide claim status updates for customers calling on a toll-free number at our center.



For REASource Info Systems, USA –

- ◆ Mortgage document indexing – Scanned images of various types of mortgage documents registered in Washington state counties are retrieved via FTP. We identify the key fields in each document and capture them to facilitate image indexing and retrievals.

Infrastructure

- ◆ 75 fully done-up modular workstations to seat 150 employees in two shifts
- ◆ Air-conditioned premises
- ◆ Dedicated server room, gigabit LAN cabling
- ◆ 6 Mbps dedicated connectivity client-provided connectivity and 2 Mbps internet connection
- ◆ Continuous power supply with UPS supported by 42 KVA generator
- ◆ Closed circuit cameras and Access controlled entry points
- ◆ 24 hours physical security presence
- ◆ Fully compliant with banking information security guidelines
- ◆ Dedicated training rooms



The SAI SEVA Difference

We see ourselves as key players in helping our clients keep their promises to their customers.

As an outsourcing partner, SAI SEVA empowers their clients to focus on core business processes, free up internal resources for strategic projects and reduce unit costs. But what really drives us at SAI SEVA, what really sets us apart from our competitors, would be this -

- ◆ **Values:** One factor that clearly distinguishes us from our competitors is our business values. The core ideals around which this organization is built are to provide

employment opportunities to the educated but unemployed youth of rural India and to reach out and participate in the development of India's villages.

- ◆ **Dedication:** At SAI SEVA, we don't just provide services to our clients. We sincerely believe we're a part of them. Our complete commitment to our client's business needs is quite simply reflected in our work culture.
- ◆ **Standards:** The directors of SAI SEVA have over 18 years of experience in the Business Process Outsourcing field. We have grown to fully understand and work with our client's systems, processes, products and most importantly, work culture. Our internal processes, policies as well as infrastructure are all completely compliant with our client's standards as well.
- ◆ **Recruitment Policy:** Our recruitment policy is based on both merit and need, keeping in line with the purpose behind our organization. Applicants are administered a qualifying test that consists of two sections to test their quantitative and verbal abilities. Applicants, who qualify, go through two levels of comprehensive interviews before being selected.
- ◆ **Training:** Training is a critical function, especially in a Rural-based BPO where employees have limited or no exposure to business processes. To ensure that our employees are equipped with the process knowledge, we have designed our training program appropriately using customized training software and induction tools. We believe in the first-time-right philosophy and focus all our efforts towards achieving near-zero defects in our processes.
- ◆ **Physical Security Policy:** Being in the information transformation business, we pay a lot of attention to maintaining information security. We take utmost care in protecting the data of our clients and have strict rules that govern the access and application of information within the organization. Our information security standards are set very high and we are proud of our track record of not having a single instance of employee fraud.



Names and Contact Details of Key Personnel

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