

April 27, 2016

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Dear Sirs,

**Sub: Press Release**

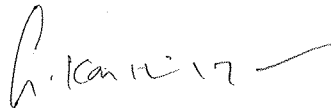
Please find enclosed a press release, titled “**Ramco Systems is LinkedIn’s 2015 Top Social Selling Company in Asia**”, which is being released to the press from our end.

We request you to kindly take the above on record.

Thanking you,

Yours Faithfully,

For **RAMCO SYSTEMS LIMITED**



**G KARTHIKEYAN**  
**COMPANY SECRETARY**

## Ramco Systems is LinkedIn's 2015 Top Social Selling Company in Asia

**Singapore / Chennai, India – April 27, 2016** – After receiving various awards and accolades for its innovative enterprise applications, **Ramco Systems**, today announced that it has bagged the **Top Social Selling Company Award** in Asia from **LinkedIn**, the world's largest professional network with more than 414 million members globally. The award was received by **Harsh Vardhan G, Chief Marketing & Ecosystem Officer, Ramco Systems**, at an event organized by LinkedIn in Singapore.

LinkedIn recognizes companies and their employees across geographies for their outstanding digital presence annually. Ramco was presented with the award for consistently exhibiting excellence and steadiness in social selling leveraging LinkedIn platform focusing on four core pillars: establishing professional brand; finding the right people; engaging with insights; building relationships. Furthermore, it was also revealed that Ramco Systems obtained the highest organizational score under the Social Selling Index (SSI).

In this era of digital disruption, businesses are forever changing. As new technology disrupts the status quo, conventional business models and sales methodologies are turning obsolete and social selling is witnessing unprecedented traction. Riding this disruption wave, Ramco Systems has metamorphosed passé sales methods, to incorporate persistent relationship building with potential clientele, through LinkedIn.

**Krishna Zulkarnain, Head of Marketing, of LinkedIn Sales Solution in Asia Pacific**, said, "We congratulate Ramco on being recognized as the Top Social Selling Company of 2015 in Asia. Ramco and its employees have fully adopted and utilized LinkedIn for sales effectiveness. They have been leading the curve in social selling by bringing innovation in its sales & marketing efforts."

**Virender Aggarwal, CEO, Ramco Systems**, said, "As a nimble organization expanding globally, having feet on ground to tap new opportunities is a costly proposition. We have been able to address this challenge by effectively leveraging digital platforms to reach the buyer. We have been extensively leveraging platforms such as LinkedIn to reach our target audience and nurture an engagement to build sales opportunity even in places such as Greece, Norway, Moscow, Corsica, or Taiwan. I am glad to see Ramco Systems being awarded for its Marketing & Sales prowess."

**Harsh Vardhan, Chief Marketing & Ecosystem Officer, Ramco Systems** said, "Our strategy to increase marketing spend on digital initiatives has paid off. From cold-calling to moving towards relationship and engagement marketing, we have undergone a successful transformation. The outcome of our efforts are an ever expanding clientele and global recognitions such as these. Ramco's innovative sales & marketing initiatives are paving way for the company to expand horizons and venture into newer markets."

LinkedIn Sales Navigator has been significantly instrumental for the company to identify, target and nurture long-term relationships with business prospects and in turn drive footfalls. Notably, a significant portion of the company's revenue has been invested in improving marketing efforts, with substantial focus on enhancing digital presence, and targeting.

### About Ramco Systems

Ramco is a fast growing enterprise software player disrupting the market with its multi-tenanted cloud and mobile-based enterprise software in the area of HCM and Global Payroll, ERP and M&E MRO for Aviation. Part of the USD 1 billion Ramco Group, Ramco Systems focuses on Innovation and Culture to differentiate itself in the marketplace. On Innovation front, Ramco has been focusing on moving towards Cognitive and Robotic ERP with features such as Mail It – a feature which enables users to transact with the application by just sending an email; HUB It - a one screen does it all concept built to address all activities of a user; Thumb It – mobility where the system presents users with option to choose rather than type values and Prompt It – a cognitive ability which will let the system complete the transaction and prompts the user for approval.

With 1600+ employees spread across 20 offices, globally, Ramco follows a flat and open culture where employees are encouraged to share knowledge and grow. No Hierarchies, Cabin-less Offices, Respect work and not titles, among others are what makes the team say, Thank God it's Monday!

**Winner of ISG Award for Innovation; Chosen as Preferred Next-Gen MRO IT Vendor by ARSA; Winner of HR Vendors on the Year Award 2015; Winner of CIO Choice Honor & Recognition 2016**

For more information, please visit <http://www.ramco.com/>

Follow Ramco on Twitter [@ramcosystems](https://twitter.com/ramcosystems)/read latest updates on <http://blogs.ramco.com>

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