



PRESS RELEASE

BIRLA INSTITUTE OF TECHNOLOGY INSTALLS FORTUNE ENTERPRISE FROM IDS TRAINS ITS STUDENTS ON WORLD RENOWNED HOSPITALITY SOLUTION

India, 18 May, 2009: Birla Institute of Technology, (BIT) popular Hotel Management College based in Ranchi has installed Fortune Enterprise from IDS Softwares Pvt. Ltd. (IDS), global leader in providing integrated hospitality technology solutions.

BIT institute now uses IDS applications to train its students for better hotel management in the future. Apart from BIT, many Hotel Management Institutes in India use IDS products for training Hotel Management students. Some of the other hotel management institutes that use IDS Softwares are Institute of Hotel Management - Bangalore, Christ College, PES Institute of Technology and Presidency College etc. Since over 65% of the Indian Hotels use one or more solutions from IDS, prior experience with the software is an advantage for students wanting to work with these hotels upon graduating.

IDS Softwares offer their products free of cost to educational institutes, charging just for training and implementation. This works up to just 14% of the actual marked price of Fortune Enterprise.

Prof. Sitesh Srivastav, Head – Dept of Hotel Management, Birla Institute of Technology, said “Out of many software solutions available for Hotel Management Institutions, we chose IDS software for training our students because solutions from IDS are widely used across the globe and are focused on providing end-to-end solutions for the Industry. Students trained on this software can handle any Property Management System very efficiently & effectively. Apart from this, the software is very user friendly and has many add-on facilities.”

Mr. Sivaprasad G, Deputy General Manager, Sales – South Asia, IDS Softwares Pvt. Ltd. said, “It gives us pleasure to be associated with Birla Institute of Technology. We are now encouraging Hotel Management institutes to utilize our product for training by buying it at almost no cost. This is our contribution to the Indian Hospitality Industry that has supported us for over two decades!”

About BIT:

The Birla Institute of Technology was founded by a Philanthropist Sh. B. M. Birla and established in 1955 as a pioneering Institution of technical education and research in the “Industrial heart” of the country.

The campus of the Institute at Mesra is located 16 KM from Ranchi in a picturesque 780 acre setting at the confluence of river Jumar and Swarnrekha. It is one of the most beautiful and well maintained campuses in the country. The Mesra campus is entirely residential providing accommodation to over 3200 undergraduate and post graduate students.

The achievement of the Institute both in term of research and excellent standard of academic programs, led to its attaining the status of a Deemed University under section 3 of the UGC act of Govt. of India in 1986.

ABOUT IDS SOFTWARES PVT LTD

IDS Softwares Pvt Ltd is a global leader in integrated IT solutions for the Hospitality industry. The company, for over twenty years, has been designing, developing, marketing and maintaining a comprehensive range of information management systems enabling businesses of varied sizes, including hotels, restaurants, clubs and resorts. With Regional Sales and Support offices spread across the globe, the company has more than 1300 clients in over 20 countries.

IDS market its hospitality software product under the umbrella brand 'Fortune Suite of integrated solutions.' The products address multiple aspects of the industry such as, Property Management Products, Restaurant Management Products; Web based Products (Central Reservation Systems) and Business and Service enhancement Products. The company's Global R&D Center at Bangalore, India, offers support to its customers 24x7x365. IDS Softwares' clients include Best Western, Club Mahindra Holidays, ETA Star group - Middle East, Fortune Park Group, Holiday Inn Hotels & Resorts, John Keells Group, Ramada Worldwide, Ramee Group of Hotels, Royal Orchid Hotels, Sarovar Group, The Ffort Radisson etc.

Website: www.idsfortune.com