



PRESS RELEASE

IDS SOFTWARES OPENS REGIONAL OFFICE IN CAIRO, EGYPT

Egypt to offer second line support to North & West Africa

India / Egypt -17 October, 2008: IDS Softwares Pvt. Ltd. (IDS), global leader in providing integrated IT solutions for the hospitality industry, today announced the opening of a new regional office in Egypt. The Cairo office will now offer second line support to the North African countries and also be responsible for active marketing of IDS products in the region. While first level of support will be handled at the local level, the second level will be at Egypt.

Commenting on the new office Rajesh P Yadav, General Manager, Sales, IDS Softwares Pvt Ltd, said, "A strong base in Egypt was necessary to benefit our clients located in the Francophone countries of West & North Africa. Our Egyptian team will also take responsibility for developing our business in Morocco, Tunisia, Algeria, Sudan and Libya". Rajesh welcomed Mr. Ahmad Abdo and Mr. Khaled Mohyeddin - Asst. General Manager – Sales and Head of after Sales support respectively for the region to the IDS team. "Mr. Abdo and Mr. Mohyeddin come with an extensive experience in their respective fields and will play a major role in making IDS a formidable name in the region" added Rajesh.

The new branch has already bagged the leading private hotel chain in Egypt – Pyramisa Hotels order, with a total of seven properties located all over Egypt. Some of IDS' older clients in Egypt include Magawish Resort, Vera Club Queen Sharm, Vera Club Queen View, Cataract Resort Sharm, Comfort Resort Sharm amongst many others.

Prior to the opening of this office, the U.A.E based regional office offered second line support to IDS' North & West African clients. Apart from U.A.E, IDS is also present in most Middle Eastern countries either directly or in association with a regional player. The opening of the Cairo office gives IDS a distinct advantage in advancing its business prospects in the region.

The products are also being customized to French to benefit hotels in the region. IDS and its innovative solutions are quite clearly in sync with the needs of the hospitality segment across the globe. For IDS, Cairo is now another important landmark on the global map.

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-one 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 1400 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, Emirates Concorde, ETA Star group - Middle East, Fortune Park Group, Holiday Inn Hotels & Resorts, Ramada Worldwide, Ramee Group of Hotels, Royal Orchid Hotels, Sarovar Group, The Ffort Radisson etc.

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