

VSoft Unveils Global Rebrand

New branding better aligns marketing messaging with corporate identity

HYDERABAD, March 2, 2015 - VSoft, a global provider of information and technology solutions for financial institutions, announced today its global rebrand which includes a new logo, company color and tagline "Ingenuity at Work." This corporate rebrand coincides with the launch of its rebranded and reengineered banking solutions: Vantage 6.0, a next-generation productivity portal, and OnView 6.0, the unified payments platform which features a complete suite of remote deposit capture solutions. The new fresh, modern look along with the new tagline reinforces VSoft's brand positioning and the company's dedication to forward-looking development.

The corporate rebrand was born out of an initiative to simplify VSoft's mission statement to one that clearly and concisely stated the company's strength and its purpose: "Enriching customer efficiency through continuous innovation." The goal of simplicity led to the redesigned, much cleaner logo and the new tagline that better reflects who we are and how we represent ourselves. "Ingenuity at work" was chosen as the tag line as it speaks to company's tireless effort to deliver innovative solutions to its clients.

Since 1996, VSoft's clients have appreciated continuous product updates not only in additional feature functionality, but also a complete shift in the underlying technologies. VSoft is unique in the industry whereby, it has gone through three generational shifts in underlying technologies from client/server in 1990s, ASP browser in 2000s, and .NET, C# and Silverlight earlier this decade. VSoft re-invents its platform yet again, with the announcement of the HTML5.0 based Vantage productivity portal and OnView payments platform.

"Our promise to our clients is to protect their investment in our technologies," said Murthy Veeraghanta, chairman and CEO, VSoft. "As a company we wanted to make that commitment to our clients clear to the market. VSoft is continuously working to innovate our products, our processes and the services we provide to improve the efficiency of our clients operations. This rebrand emphasizes the market-leading solutions while better aligning the company's marketing message and brand identity with who we are."

About VSoft Technologies

VSoft Technologies offers platform-based services for the BFSI industry. Our core and payment processing services reduce cost and maximize efficiency while providing seamless, real-time, high-



volume and high-performance transactions across multiple channels. The VSoft platform can be delivered in-house, or as an outsourced ASP or SaaS model to best meet the needs of individual financial institutions. VSoft's services have been trusted by more than 2,600 financial institutions worldwide. For more information visit www.vsoft.co.in

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