

SNAPSHOT OF SERCON

Integrated Database System™

1.1

Database Overview

This database comprises the top companies in India, as ranked by Annual turnover in each industry. The companies are mostly mid-sized SMEs, large local conglomerates (LLCs) and multinationals (MNCs).

1.2

Sources of Information

The database has been progressively build-up since 1998, primarily by established market scan (seek and find) techniques. Multi-dimensional business data are painstakingly gathered and organised to yield a sophisticated array of business intelligence for market planning and segmentation. SIDS is maintained and updated, on a daily basis, by Sercon local offices across India.

1.2

Breath & Depth of Business Intelligence

SIDS covers the top companies in each industry verticle and the key decision-leaders of these companies. Few databases can match SIDS in length & breath (coverage of the market place) and depth (types of decision-leaders within a company). Between these dimensions, SIDS offers hundreds of precise market Segments for target marketing.



The following are some common variables for database selection:

Company Executive Special Information

Company	Executive	Special Information
Turnover	Gender	Paid-up Capital
Employee counts	Job Title	Net worth
Nature of Business	Function	Gross Fixed Assets
SIC Code	Decision – Type	IT Infrastructure
Status		
Year of Establishment		

1.2

Database Format

DB Acquisition Plan	EDM	DM	IDM	Fax	All Outs	Softcopy
One Time Rental	•	•	•	•	•	•
Annual Contract	•	•	•	•	•	•
Syndicated Profiling	•	•	•	•	•	•



Company by Industry (Estimated Company Count)

Market Segment - Industry	Delhi	Mumbai	Bangalore	Chennai	Kolkata	Hyderabad	ROI
Food & Beverage	250	250	200	120	100	100	300
Printing & Publishing Paper & Paper Products / Packaging	400	450	320	300	180	160	400
Petroleum / Chemical / Plastic	750	800	500	450	320	320	800
Precision Equipment Optical / Scientific Instruments	200	220	180	100	100	100	250
Electrical / Electronics Semi-conductors & PCBs	400	350	200	150	120	100	350
Industrial Machinery Heavy Equipment Fabricated Metal	500	450	250	200	150	150	500
Engineering / Fabrication	550	550	350	300	250	250	500
Building & Construction Interior Decorators	400	450	280	150	100	100	200
Shipbuilding & Ship Repairing	20	40	25	20	25	20	30
Aviation & Aerospace	30	40	30	20	10	20	30
Hotel	150	180	80	50	50	50	200
Healthcare / Pharmaceuticals	250	200	150	100	100	140	200
Legal / Accounting & Audit Quantity Surveyors /							
Architectural Medical / Engineering	300	300	100	100	100	100	200
Real Estate Agencies / Property Developers Building							
Maintenance	500	500	400	400	400	300	500
Shipping / Land Transportation Airlines / Air & Sea Freight							
Warehousing & Logistics	120	150	100	100	50	50	100
Agriculture / Farming / Animal Feed	250	220	200	200	100	100	250
Mining / Exploration	20	50	20	20	20	20	50
Travel Agencies / Ticketing Agencies	500	500	400	300	200	200	500
Insurance / Insurance Broker Banks (Retail / Merchant /							
Offshore)	550	750	480	450	420	420	1200
Finance Companies / Commodities / Stock & Share							
Brokers	800	950	400	500	450	350	750
Advertising / Public Relations Exhibitions & Conference							
Organizations Marketing Consultants	200	250	150	120	80	80	150
Office Automation / Computers Copiers / Office Equipment							
Telecommunication Equipments	400	450	300	250	200	200	500
Trading & Distribution Import & Export / Wholesalers	800	750	600	600	550	550	1000
Government / Statutory Boards	300	200	150	120	100	80	150
Consumer Products Cosmetics / Boutiques	400	320	280	250	200	200	250
Timber / Furniture	300	300	300	250	200	200	300
Textile & Garment	350	400	280	220	220	200	400
Entertainment Theme Parks Recreational Centers	80	120	100	60	40	40	100
Jewelry	400	400	250	280	220	200	300
Business Service Consultancy / Market Research &							
Surveys / Training / Business Centers	150	180	100	80	50	50	50
Retail Chain / Retail Stores / Retailers	1200	1300	1100	1150	850	850	2000
Education Institutes	1500	1350	1200	1300	1250	800	3000
Total	13020	13420	9475	8710	7205	6500	15510



Corporate Decision – Leader by job function

CXOs

City	BFSI	IT	BPO / ITES	Mfrg.	Edu	Total
Delhi	1050	3500	450	3000	350	8350
Mumbai	1350	3000	375	3500	150	8375
Bangalore	510	2500	450	2000	200	5660
Kolkata	155	1500	220	1800	50	3725
Chennai	250	3000	300	2200	400	6150
Hyderabad	150	1500	120	1800	100	3670

CIO / CTOs

City	BFSI	IT	BPO	Mfrg.	Edu	Total
Delhi	250	1000	80	1200	300	2830
Mumbai	325	800	50	800	120	2095
Bangalore	80	700	40	500	180	1500
Kolkata	65	150	20	200	20	455
Chennai	75	300	20	500	425	1320
Hyderabad	55	250	20	300	65	690

IT Managers & Above

City	BFSI	IT	BPO	Mfrg.	Edu	Total
Delhi	380	2000	150	2250	0	4780
Mumbai	440	1500	65	1600	0	3605
Bangalore	185	1000	25	1250	0	2460
Kolkata	125	350	15	500	0	990
Chennai	165	450	30	800	0	1445
Hyderabad	145	300	20	650	0	1115

1.5 SIDS Management

SIDS is a valuable database management system handling data for direct mail and relationship marketing programs. Our data capture service is ideal for capturing responses to seminars, contests and promotions and handling enrolments into loyalty programs.

SIDS data processing services include database creation (data entry), Database Cleaning and Updating, Database Populating & Database Warehousing.

Corporate Decision – Leader by job function

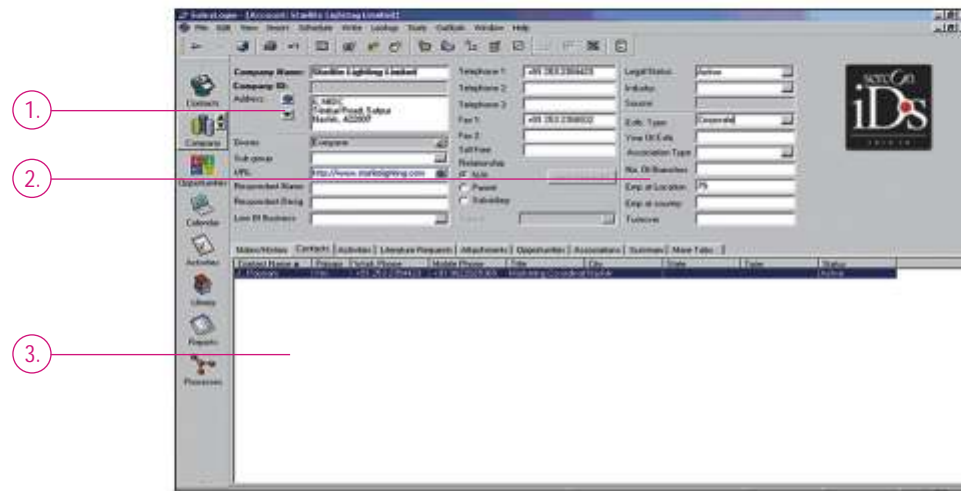
- The database maintained is free of duplicates and invalid records
- Reliable, current and accurate in information
- Properly organized and segmented for easy and smart retrieval
- Sufficient in terms of key information such as decision-leaders
- Secure in terms of integrity and confidentiality

As a result of planned and deliberate efforts to update, maintain and constantly acquire new information SIDS is maintained at its peak.

SIDS has the expertise to understand the data, meaningfully analyze the data and interpret the results to help you take actionable decisions. SIDS not only clears the database of duplicates and invalid records (estimated at 30% to 60%) it also helps to update key information, including missing strategic information required for market segmentation. A specialists team of DBAs can also help in enhancing the database value by conducting customized market scan campaigns to seek and find new intelligence.

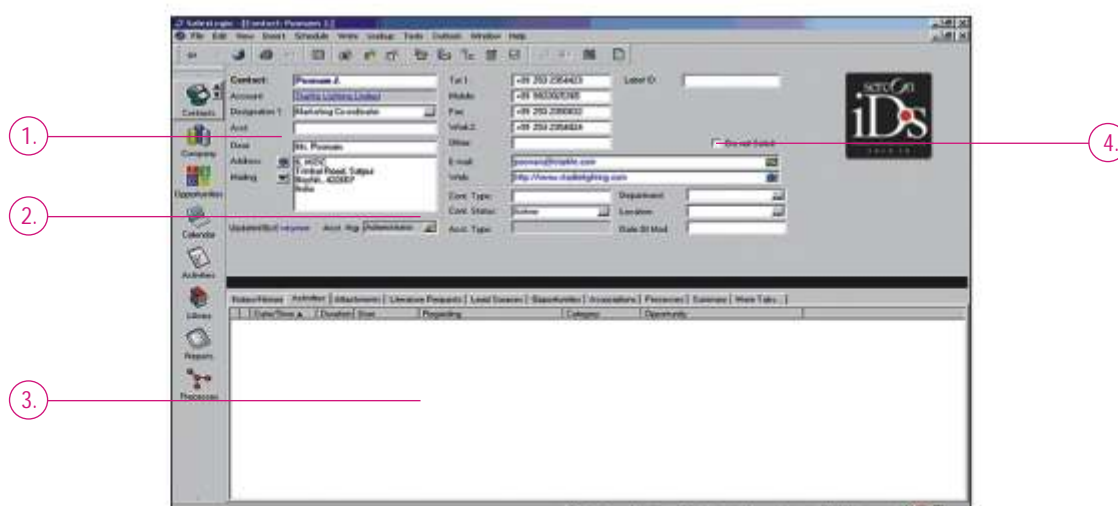


1.6 Company Details



1. Section for General Company Information
2. This is enhanced detail of Company
3. This grid displays the contact details related to the Company

Contact Details



1. Section for general contact information.
2. This is an enhancement for details of Contact(s).
3. Feature that displays activities (if any) related to a Contact.
4. A unique feature helping to maintain the individual requests of not sending non – desired information.3

