



CA Ashwin Dedhia, Director-Solutions, MAIA Intelligence selected as a member of IT Committee, WIRC of ICAI

IT Committee of the Western India Regional Council of The Institute of Chartered Accountants of India selects MAIA executive as its member for achieving its objectives

Mumbai, April 19, 2010: MAIA Intelligence today announced that one of its directors CA Ashwin Dedhia has been selected and co-opted as a member of the IT Committee of The Western India Regional Council (WIRC) of The Institute of Chartered Accountants of India (ICAI).

With a vision that the Indian Chartered Accountancy Profession will be the Valued Trustees of World Class Financial Competencies in Information Technology, Good IT Governance and Best IT Practices and mission to provide World Class IT Governance, IS Audit, ERP Consulting and Assurances Services to Maintain Reliability, Confidentiality, Security and Availability of Information and Systems the IT Committee has been set up by WIRC to map IT developments and convert them into gainful professional opportunities. The Committee is concerned with the training and development of the members in the field of Information Technology.

Objective of the IT Committee is to:

- Promote the usage of IT in community
- Conduct training programs, practical workshops on topics like SAP, computer aided Audit, Tally, MS Excel, Business Intelligence, Financial Consolidation Management, Computer Forensic, etc. through leading OEM vendors
- Plan to have a IT conference with exhibition involving vendors providing software for practicing CA's
- Enable the CA's to explore new opportunities using IT for business growth and development
- Identify IT Enabled Services (ITeS), particularly enterprise applications like ERP, BI, etc. as the next area for the development of the profession

CA Shruti Shah, Chairperson, IT Committee, WIRC said on this occasion, 'CA Ashwin Dedhia's techno-Functional Industry expertise and his acclamation as a versatile presenter in the fields of Enterprise applications for businesses shall help us leverage our objectives.'

'CA Ashwin Dedhia's flair of interaction visible at various presentations and seminars delivered by him for a wide range of topics including Business Intelligence, Enterprise Applications specifically for Finance & Manufacturing, Management Information System, Personality Development, Career Planning, etc. shall help us in achieving our mission.', said **Mr. Sanjeev Lalan, Chairman, WIRC**. 'He has addressed at various forums of the institute like different branches & Study Circles of ICAI, Professional and Business Associations, Educational Institutes and the likes.'

Mr. Dedhia is a Fellow Chartered Accountant (FCA) by education, also holding Diploma in Business Management from IMC, to his credit. His expertise in Information Technology industry is endorsed by certifications like Microsoft Certified Professional (MCP) and Information Systems Auditor (ISA). The blend of Technical & Functional expertise garnered by him, has helped him to be recognized in the Business Community to provide better business solutions in and around the enterprise applications. Mr. Dedhia is a member of IT Committee of WIRC (Western India Regional Council) – ICAI (Institute of Chartered Accountants of India), ISA Study Group for revamp of ISA Course.

*'We at MAIA Intelligence are proud to have Ashwin Dedhia as part of our team and WIRC and CA community will surely get benefited with Ashwin's IT knowledge and expertise bundled with practical experience,' said **Sanjay Mehta, CEO MAIA Intelligence Pvt. Ltd.** 'He is a BI expert on handling analytics from SAP to Tally; fondly being called Tally Guru in the fraternity and also a prolific speaker on business balance sheet consolidation issues and solving them,' Sanjay further added.*

The Western India Regional Council is the largest Regional Council comprising of more than 1/3rd of the total members in the Country. The Western India Regional Council serves to the members in the region through twenty one branches and more than fifty study circles spread over the States of Gujarat, Maharashtra and Goa and the Union Territories of Daman & Diu and Dadra & Nagar Haveli.

The Institute of Chartered Accountants of India (ICAI) is a statutory body established under the Chartered Accountants Act, 1949 (Act No. XXXVIII of 1949) for the regulation of the profession of Chartered Accountants in India. During its nearly six decades of existence, ICAI has achieved recognition as a premier accounting body not only in the country but also globally, for its contribution in the fields of education, professional development, maintenance of high accounting, auditing and ethical standards. ICAI is the second largest accounting body in the whole world.

About MAIA Intelligence:

Founded in 2006, MAIA Intelligence is a young, innovative company in powerful business intelligence reporting and analysis software product space. The company with its mission to democratize BI and take it from few expert users to the operational managers, frontline executives to back office team is on its way to become the company with the largest BI user base within India. MAIA is Microsoft Gold Certified partner and has been selected as one of the NASSCOM Top 100 IT INNOVATORS in 2007. MAIA's 1KEY BI software has been tested and certified by Microsoft for ISV/software solutions. MAIA Intelligence is Microsoft's 1st Indian ISV partner having its product 1KEY BI compatible with Windows 7. Microsoft on its website published case study on MAIA Intelligence and 1KEY products.

MAIA recognized among Red Herring Finalist 100 for Asia in 2008 and was also named as India's Most Trusted IT Vendor by a CIO survey by The CTO Forum. MAIA has been one of the first few companies to be listed in the Microsoft start-up Accelerator program. MAIA's 1KEY Agile BI Suite has been featured in Microsoft Solution Directory 2008. Readers of IT magazine voted MAIA as the 3rd Most Successful Startup Company in 2008 that will rock 2009. The product was also one of the only Indian BI to be recognized by NICS (National Informatics Centre) and empanelled in BI Tender alongside MNC products. MAIA has been written in Gartner's Hype Cycle for ICT in India, 2008 & BI Market Trends for 2008-09 APAC Reports.

MAIA corporate blog on Business Intelligence <http://blog.maia-intelligence.com>

Visit www.maia-intelligence.com for more information.

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