

MAIA Intelligence Wins Laurels at Red Herring Asia 2009 Top 100 Awards

Red Herring recognizes MAIA Intelligence, a BI Software Provider as the 'Most Promising' Company Driving the Future of Innovative Technology with Red Herring 100 Asia 2009 Award



Mumbai, India, November 30, 2009 —MAIA Intelligence, a software product company in Business Intelligence (BI) reporting analysis space with more than 10000 users of 1KEY BI, announced that it has been awarded the coveted Red Herring Top 100 Asia, an award given to the top 100 private technology companies based in the Asia region each year. The award recognizes MAIA Intelligence amongst the 100 most innovative private technology companies in the Asia Pacific region that play a leading role in innovation and technology. Former winners such as Facebook, Google, eBay, Skype and YouTube were discovered in their early days by Red Herring editors, who identified these companies as leaders in changing the way we live and work.

MAIA Intelligence 1KEY BI products and solutions enables organizations to convert data to decisions for the strategic, tactical as well as operational MIS reporting analysis needs at a fraction of the cost and overhead of a conventional BI. 1KEY Agile BI Suite stands out as a solution that is in the right place at the right time as all businesses focus on cost containment in the current climate while trying to grow and increase profitability.

Red Herring's annual list of top private companies is an important part of the company's tradition of identifying new and innovative technology companies and entrepreneurs.

Over hundreds of privately held technology companies throughout China, India, Japan, Singapore, Hong Kong, Korea, Australia and Vietnam had submitted their applications for the prestigious award this year. Through a stringent application review process, Red Herring's editorial team announced the selection of the MAIA Intelligence as the winner.

*'It has been a challenging and revealing year for most companies across the globe, yet Red Herring received a very impressive list of nominations from Asia Pacific,' said **Alex Vieux, CEO of Red Herring.** 'Companies that believe in constant innovation and consistent strategy, investing in people and technology, managed to overcome these difficult times and MAIA INTELLIGENCE PVT. LTD. is one of them. They will certainly thrive in the marketplace and become a formidable force in the future.'*

Commenting on this occasion **Mr. Sanjay Mehta, CEO, MAIA Intelligence** said, *'We are elated and greatly honored by winning the award at the Red Herring Asia 2009. With the rise of Asian players in the global economy, Red Herring believes that Asian companies will take the spotlight of world business in the next decade. It is an honor for me that MAIA Intelligence has reached this milestone and we are proud to be associated with the best in Asia.'*

Sanjay further added, *'We would like to thank all our customers, partners and MAIA team members for making this possible. MAIA Intelligence would continuously strive to help organizations take informed decisions at all levels by working on cutting-edge research in the field of BI,' said **Sanjay.***

Feeling proud of MAIA's success, **Sanjay** said, *'This prestigious award is a testimony to the hard work and dedication of the team that has created wonderful technology. Most of the work is ahead of us, but we can pause for a minute and enjoy the validation to our vision that this award represents. It strengthens our dream and gives us a boost to be more innovative,'* he commented.

To honor the CEOs of Red Herring 100 Asia companies, Red Herring invited each one to present at its Asia 2009 event, November 10-11 in Shanghai, China.

Red Herring's editorial board diligently evaluated more than 800 private companies through a careful analysis of financial data and subjective criteria, including technology innovation, financial performance, quality of management, execution of strategy, and dedication to research and development. MAIA Intelligence was the one amongst the ones who are leading the next wave of innovation.

About Red Herring:

Red Herring is a global media company uniting the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com.

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 a 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 approved by Microsoft for ISV/software solutions. MAIA Intelligence is one of the first Indian ISVs to earn the 'Compatible with Windows 7' logo. Microsoft published a case study on MAIA Intelligence and 1KEY products on its website.

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 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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Red Herring Reveals Companies Selected For the Red Herring 100 Asia 2009 - MAIA Intelligence, has achieved a milestone at the prestigious Red Herring Asia 2009 awards. Red Herring recognizes BI Software Provider MAIA Intelligence among the 100 'Most Promising' Companies Driving the Future of Technology