

*Helios & Matheson partners ISB
A global initiative to foster social entrepreneurship*

Chennai, February 27, 2007: Indian School of Business (ISB) has entered into an exclusive partnership with **Helios & Matheson Information Technology Ltd**, a leading Healthcare focused IT services organization to promote the “Global Social Venture Competition (GSVC)”.

Announcing the partnership with Helios & Matheson and Asia Semifinals to be held in India, Ajit Rangnekar, Deputy Dean, ISB said, *“We are excited to partner with Helios & Matheson as we share the same ideology, which is to create a lasting change in society in a viable and sustainable manner.”*

“The Focus is to encourage social entrepreneurship i.e. entrepreneurship in “unsexy sectors” that are for-profit businesses and have potentially high social impact”, said V. Ramachandiran, Chairman, Helios & Matheson.

The jury includes Hammer Award winner Matthew T. A. Nash, Sara Olsen, social entrepreneurship expert, Vijay Mahajan, graduate of IIT Delhi, IIMA and a fellow at Princeton University’s Woodrow Wilson School of Public International Affairs, USA and other eminent venture capitalists and entrepreneurs.

GSVC is one of the most high profile competitions in the world for scripting innovative Business plans and setting up Social Ventures that have clear and quantifiable social objectives and are financially sustainable. The **Asia Semifinal Presentation Round** of the GSVC will be held at **ISB** on **March 9-10, 2007**.

A total of 118 business plans were sent in from 26 schools in 7 Asian countries for the Preliminary Evaluation Round. Part of the entry requirement was that the business plans include a “Social Return on Investment” (SROI) analysis, which requires the teams to think through how their social impact could be quantified. There is a separate prize that is awarded to the most innovative SROI analysis.

Sixteen teams have been short-listed through preliminary evaluation by an eminent panel comprising the likes of Dr. Reuben Abraham, Center for Sustainable Global Enterprise, Cornell University; Mr. Varun Sahni, Country Manager - India, Acumen Fund (a multi-billion dollar fund focused on social initiatives); Prof. K. Prathap Reddy, Byrraju Foundation.

The winning presentations will be competing with entries from other continents in the finals to be held in Haas, Berkeley, USA in April 2007.

“GSVC creates a rich ecology of professionals who can think and innovate business situations that can create sustainable social impact. Entrepreneurs as Social evangelists have become an important dimension of the business landscape”, said G. K. Muralikrishna, Managing Director, Helios & Matheson.

About Helios & Matheson Information Technology Limited

Helios & Matheson is a 15-year old IT services organization with its corporate headquarters in Chennai, India and subsidiaries and offices in USA, Singapore and Bangalore. The range of service offerings is one of the most comprehensive in the industry and spans the entire software services lifecycle, from application development and integration to application life cycle management. Helios & Matheson has a strong client focus backed by internationally certified quality processes and a global delivery model. The company's ability to manage large client relationships, extensive industry specific knowledge and experience, and delivery excellence are some of its important differentiators. For more information visit us at www.heliosmatheson.com.

About Indian School of Business (ISB):

The Indian School of Business is a research-oriented independent management institution that grooms future leaders for India and the world. Its association with the Kellogg School of Management, The Wharton School, and London Business School make it one of its kind in Asia. The School offers a one-year Post Graduate Program; short-duration, high-powered Executive Education programs for CEOs and senior executives; and a two-year Research Fellowship Program. The origins and distinctive research of ISB's faculty members ensure that the program content is contemporary and global in its perspective, and develops students' understanding of modern management opportunities and challenges.