



March 25 2015

The Bombay Stock Exchange Limited,
Jeejeebhoy Towers
B S Marg,
Mumbai

The National Stock Exchange of India Limited,
"Exchange Plaza"
Bandra- Kurla Complex,
Bandra (E)
Mumbai -400051

Dear Sir,

Re: Stock Exchange Update – ~~press release~~ –

Sub: H and M group's foray into SMAC (Social Media, Mobility, Analytics and Cloud)-

We wish to inform that the group's foray into SMAC (Social media, Mobility, Analytics and Cloud), a non-linear revenue segment, is showing great promise.

Based on Internet, cloud and mobile technology, on February 9, the group has launched a web platform that can be accessed from anywhere in the globe, from any device, any time. The user anywhere in the globe can use any mobile device, any operating system and any version.

It is expected to reach 10-million user base in 3 years' time. The first few weeks recorded very good response from universities and colleges, corporates and government agencies, auguring well for the way forward.

This is an initiative to create a revenue stream that is non-linear; unlike the legacy information technology business that is directly proportionate to the number of employees deployed. While maintaining its presence in the traditional technology segments, group's drive into the sunrise sector of Social Media, Mobility, Analytics and Cloud can help the group reposition itself at the head of the league tables in the digital world.

Kindly arrange to publish this for the information of our investors and shareholders.

Thanking you,

Yours faithfully,

For Helios and Matheson Information Technology Ltd

A handwritten signature in black ink, appearing to be "G.K. Muralikrishna".

G.K.Muralikrishna

Managing Director