

MCX to use Neutron's Distant Education Solution for training initiatives

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Mumbai, Maharashtra, IND, 2007-07-24 16:08:29 (IndiaPRwire.com)

Multi Commodity Exchange of India Ltd (MCX) has appointed Neutron Electronic Systems Pvt. Ltd, Mumbai, as its technology partner for enhancing state-of-the-art technology used in its video-based interactivity.

As India's leading commodity exchange, it has been MCX's constant endeavour to spread the culture of futures trading among existing and potential stakeholders in the commodities ecosystem through a slew of training programmes. Neutron's Distant Education Solution will be used extensively to increase awareness among market participants of commodities trading through such training initiatives. Another strength that Neutron brings to the table is its expertise in providing audio-video solutions for conferencing, video-based interactivity and highly automated boardroom/classroom integration.

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Mr V Rangan, Vice President - Marketing, Neutron added, 'We are delighted to partner with MCX to address their growing communication needs. With Neutron's solution, MCX will benefit from the best practices in Distance Education in the fast-evolving marketplace.'

This technology partnership will enable MCX to add increased efficiency and responsiveness to its corporate ethos. Employees and exchange members will be able to address customers more enthusiastically and proactively.

Future plans may involve the setting of an all-India call centre that would enable the exchange to interact with members and customers using Neutron's Call Center Solutions.

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About Neutron

Neutron Electronic Systems Pvt. Ltd. (www.neutron.in), established in 1986, is reputed as a pioneer in providing state-of-the-art communication technology solutions and excellent customer care support. We have tie-ups with several global leaders, such as Ericsson and Polycom, that empower us to deliver customized communication solutions to meet client requirements. This enables our clients to be more responsive to their customer needs, and to implement decisions intelligently by

maximizing the ability to share information globally.

Neutron provides the complete communication solution - with in-depth knowledge of communication products and their functioning. Neutron addresses every possible facet of telecom applications including Enterprise Telephony Mobility Solutions, Audio and Video Conferencing, Boardroom Integration, Distance Learning, Video Walls, Voice Loggers, Remote Video Surveillance, Software Development, Call Center Solutions and Mobile Healthcare.

Neutron's product sales are ably supported by a highly trained team of engineers, who have the support of sophisticated computerized 'Customer Relationship Management' and 'Enterprise Resource Planning' systems. Neutron carries out regular preventive maintenance on equipment post sales, to eliminate customer downtime. We have a well-established network in most cities across India - through our own offices as well as those of our channel partners - backed by trained technical and support personnel. We operate a Mobile Service Center, which is adequately stocked with spare parts. We also provide Remote Maintenance for PABXs by dialing into customers' PABX where required.

About MCX

The Mumbai-based MCX (www.mcxindia.com) is an independent, demutualized, nationwide electronic multicommodity futures exchange set up by Financial Technologies with permanent recognition from the Government of India for facilitating online trading, clearing & settlement operations the futures market across the country. The Exchange started operations in November 2003. At present it has 70% market share of the total commodity futures trading volume in the country. MCX, being among the world's top ten commodity derivatives exchanges, ranks among the top three bullion, energy and copper bourses globally in terms of contracts traded. The average daily turnover of MCX is about US\$2.2 billion. MCX currently has over 1,600 members allowed to trade on its platform and transmute efficiency to the masses via spread of information.

In addition to being an ISO 9001:2000 company for quality management, it is the world's first and only multi-commodity exchange to have achieved ISO 27001:2005 certification, the global benchmark for information security management systems.

MCX offers futures trading in 58 commodities that range from bullion, energy and agri-commodities to plastics and fibres, which are globally referable commodities benchmarked against international prices, defined in terms of the type of contracts offered. The exchange strives to spearhead developments in the commodities futures segment. Therefore, it has forged eleven strategic alliances across the world, including with Tokyo Commodity Exchange, Chicago Climate Exchange, London Metal Exchange, New York Mercantile Exchange, New York Board of Trade and Bursa Malaysia Derivatives, Berhad and ten regional alliances with the likes of Bombay Bullion Exchange, Bombay Metal Exchange, India Pepper & Spice Trade Association and The United Planters Association of Southern India.

Financial Technologies India Ltd, a leading provider of transaction automation technologies for equities, derivatives, forex and commodity markets, holds 64.11% stake in MCX. Other key stakeholders include Fidelity International, State Bank of India & its subsidiaries, National Stock Exchange (NSE) and National Bank for Agriculture & Rural Development (NABARD).

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You can also visit www.ogilvy.com for more information.