

## Dynamic Vertical Solutions announces its growth plans in Hyderabad; Signs deal with city based Taaza stores

*Signs for 25 Taaza stores and 25 POS in the city; Looking to expand to 50 stores by March 2010 in Hyderabad itself; Coromandel Fertilizer Limited (CFL), Digital Shoppy, Viswas are some of the other leading clients in Hyderabad; To also introduce its upcoming Property Management Solution for Mall, Housing Complex and Business Centre Management*

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**Dynamic Vertical Solutions (DVS)**, a market leader in India providing end-to-end, integrated software solutions to the retail and hospitality industries, today announced their strategy and growth plans for Hyderabad. The company has recently signed a deal with **Taaza Stores** for their 25 stores, 25 POS in the city and also is looking to expand to 50 stores by of March, 2010. The first store goes live November 23, 2009 in Hyderabad. Taaza neighborhood stores offer a totally convenient shopping experience, with a wide range of product and services in health and beauty, dairy products, FMCG, fruits and vegetables.

For the region, DVS will offer its complete suite of solutions to both the retail and hospitality industries. Addressing the increasing demand of internationally proven technological solutions, DVS is pursuing a growing number of potential customers in these sectors.

Commenting on the growth of the company, **Reshma Nagpal, Associate Director, International Marketing, DVS**, said "From the retail perspective, the South and West regions are predominantly neck to neck as far as growth is concerned. These trends are reflected in our business too. At present we have 90+ customers, 3000+ stores and 6000+ POS users across the country and would aspire to cross 200+ customers across all our territories, by the end of the next fiscal year. Hyderabad is a large market for us with established clients already and we are aggressively looking to double our customer base in this city through our value addition portfolio."

At present from its clients based in Hyderabad, DVS has over 525 stores across India successfully running their operations on the LS Retail suite of solutions (This figure is for 3 clients in Hyderabad namely **CFL, Digital Shoppy and Viswas**). DVS PAN India clients ABRL and Sports Station International Private Limited (S-SIPL) also have outlets in Hyderabad which are successfully running on LS Retail.

"During this financial year, we will continue our focus within the niche verticals of Retail and Hospitality. Due to market demands, we are also in the process of bringing into our product portfolio a Property Management Solution for Mall, Housing Complex and Business Centre

Management. In addition, we are putting our plan together for a Single Store Solution." **Reshma further added.**

Having partnered clients in multiple industries that include large, mid-sized and small enterprises, DVS is poised for further growth. The company continues to invest strongly in Research and Development and training of manpower to address the industry challenges in the growing sectors like retail & hospitality.

According to **Rakhee Nagpal, Founder & Managing Director, DVS**, "We are all very excited to materialize our vision for DVS. The team at DVS expects to take the company to greater heights by strengthening our regional presence through our growing partner channel network across the country, enhancing market presence and customer outreach."

DVS clients include many leading names like S Kumars, Kazo, Taaza, Lilliput, Aditya Birla Group (More), Disney Artist, Seasons Furnishings etc. In 2010, the company aims to consolidate its position for new emerging verticals like Healthcare and Education as well as continuing its focus on increasing depth in functionality for existing vertical industries. DVS is headquartered in Gurgaon India and also has branch offices in the Middle East & US, thus scaling up business from one country to across three continents.

DVS has built its business through a 100 percent partner channel model.

## **Notes to Editor**

### **About Dynamic Vertical Solutions:**

Dynamic Vertical Solutions is the official exclusive distributor of the LS Retail suite of solutions, Cenium, Miracle, AGR and Handpoint product range for South Asia and the Middle East & Gulf territories. We play a pivotal role in localizing these internationally renowned solutions to meet the country specific statutory and compliance requirements and if necessary, customizing the solutions further to cater to our clients unique needs. We provide training and 24/7 support ensuring that our customers receive the quality driven service that they deserve. The solutions we distribute are found in over 132 countries, used by 1,400 companies, with 27,000 stores operating over 55,000 POS worldwide. To date, DVS has over 130 esteemed customers and a Partner Network Channel of over 40 Companies, spanning 22 Countries and 3 Continents. Our partners across the globe help us innovatively distribute and manage engagements across multiple locations through a quality driven ethos. For more information, please visit; [www.dynamicverticals.com](http://www.dynamicverticals.com)

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