



## Accel launches CSR initiatives

- **Group companies to contribute 2% of profits before tax annually to Accel Charities Foundation**
- **Group turnover crosses Rs 500 crore during FY11**
- **Accel celebrates 20<sup>th</sup> anniversary**

**Chennai, 16<sup>th</sup> April, 2011:** Accel Limited, a leading Information Technology and Media company, today announced its Corporate Social Responsibility initiative by launching the '**Accel Charities Foundation**'.

On this joyful occasion, **Mr N R Panicker, Chairman, Accel Limited** said, **"I am humbled at this opportunity of launching a charity foundation under the Accel umbrella. While we all contribute, in our own ways towards our social responsibility, the Accel Charities Foundation will lay the foundation to contribute back to society in a disciplined, organized and continuous manner with focus on rural development, education for the poor and geriatric care."**

Accel Limited has initiated the Corporate Social Responsibility program as an important part of its enterprise spirit, insisting on contributing back to the society, improving social welfare, advocating an enterprise with a sense of love, and trying its best to contribute to the society's rapid development. Accel Charities Foundation is launched as a vehicle for Accel's CSR initiatives that will include education, rural development and geriatric care. For the success of this initiative, all the Accel group companies will contribute 2% of their profits before tax towards Accel Charities Foundation.

Accel Limited has also achieved two important milestones by the end of March 2011. It completed 20 years of its existence and surpassed Rs 500 crore in turnover. From humble beginnings, Accel Limited has come a long way to have diversified operations in IT and Media. It now operates in five countries and employs more than 4,500 professionals.

On these achievements **Mr N R Panicker, Chairman, Accel Limited** said, **"We have been able to transform Accel from a nimble start-up of 1991 to a corporate institution with predictable and sustainable business model. Our focus on customer service has made us reach where we are today. The journey is more exciting than ever before with new avenues and directions for an accelerated growth."**

To celebrate these feats, grand celebrations were held at the Chennai Trade Centre. The event saw nostalgic moments and heartening speeches by distinguished personalities.



Accel Limited was founded in March 1991 under the leadership of Mr N R Panicker, who is known for his entrepreneurial acumen and sharp skills to identify talent and opportunities. Starting off as a multi-vendor services company, Accel Limited has evolved over the years and is now Rs 500 crore plus Information Technology and Media group.

**About Accel Group:**

Accel Limited is a holding company focused on Information Technology and Media. The group companies include Accel Frontline Limited, Accel Transmatic Limited, Accel Frontline Services Limited, Accel Media Ventures Limited, Accel Systems Group and Accel IT Resources Limited. The group companies operate in the domains of Systems Integration, Technology Services, Software Development, Business Process Outsourcing and Media. Accel's operations are spread across 59 cities in India, Singapore, Middle East and the United States.