

**Elitecore wins GESIA Award-2010 for the “Best Software Product Company” second time in a row!**

This translates into good news for hospitality industry as Elitecore launches its latest offerings like Managed Internet Services and Hospitality Internet Access in the market

Ahmedabad, Mar 19, 2010

Elitecore Technologies Ltd. has been conferred the GESIA (Gujarat Electronics and Software Industries Association) Award-2010 for the “Best Software Product Company “second time in a row! The announcement was made at a glittering celebration night conducted by GESIA in Ahmedabad on 18th March’10. Gururaj Rao, MD, GIL gave away the trophy to Hemal Patel, Founder & CEO, Elitecore Technologies Ltd. who was accompanied by Nikhil Jain, COO and Rakesh Mistry, CFO.

The award jury comprised of eminent personalities like Vinnie Mehta, ED, MAIT, Rajneesh Dass, Professor, IIM –A and DC Anjaria, Director, GIFT. The awards were judged on parameters such as revenues, industries catering to, product uniqueness, number of employees and clients, innovation, etc.

The victory of Elitecore automatically translates into a lucrative business opportunity for the hospitality segment. Elitecore Technologies has recently launched 24online-Everywhere, an end to end Wi-Fi Internet solution, targeting mainly the hospitality industry

Acknowledging the award, Mr.Nikhil Jain, COO & Director, Elitecore Technologies said,” We feel honored to receive this award for the second time in the row. The overall growth in hospitality in India is tremendous and is expected to rise at an exponential rate in future. The hotel industry is grabbing the Wi-Fi opportunity like never before. At 4 and 5 star hotels, Wi-Fi is becoming a necessity rather than a luxury. Instead of putting up their own infrastructure and maintain it, hotels are rather interested in MSP model now a days. Taking all this into consideration, we launched the MSP model last year which so far is showing great results. We are also planning to launch other value added services like Hospitality Internet Access (HIA), IPTV and triple play services as a part of our bundled offering in near future”

Anticipating a huge demand for its service offerings, Elitecore is very optimistic about its contribution towards the Indian hospitality industry!

About Elitecore Technologies Limited

Elitecore Technologies Limited is an IT Product Company with a focus on fast growing Telecommunication, Networks and Security market. Headquartered in Ahmedabad, India with a vision to create a global IT Platform Company. Elitecore is the dynamic player with expertise in IP-based technologies having a sales and distribution channel in over 78 countries to provide critical business solutions. Elitecore's divisions include **24online** offering a billing and bandwidth management solution to hotels, hotspots and Internet Service Providers, **24online-Everywhere** providing end to end secured and smooth Wi-Fi solutions at zero investment to hotspots & hospitality segments. **Cyberoam**, the leading innovator of Identity-based Security solutions; **Cyberoam iView**, an open source solution for logging and reporting; **CRESTEL** Billing & Revenue Management Solution that meets the OSS/BSS requirements. For more information, please visit www.elitecore.com

About 24online

24online is a leading Wi-Fi billing & bandwidth management solution that enables hotels to provide internet access with QoS (Quality of Service) to their valuable guests. It also caters to WiMax providers, Broadband service providers, hotspots and cafes to provide time and usage based internet access and to manage subscribers and franchisees. For more information, please visit <http://www.24onlinebilling.com/>

About 24online Everywhere

24online Everywhere, a Managed Internet Service of Elitecore Technologies offers a complete wireless network solution tailored according to hospitality needs. With 24online Everywhere, hotels and hotspots can offer Wi-Fi internet service to their valued guests and get returns without any investment. It offers flexible business models to hotels & hotspots on revenue sharing basis. For more info, please visit www.24online-everywhere.com

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