



PRESS RELEASE

Sachin Tendulkar signs 3 year deal with Bangalore based firm

To be the Brand Ambassador for Valuemart Retail (India) Ltd

Bangalore, 26th February, 2013: Valuemart Retail (India) Ltd., a Bangalore based B2C & Retail Solutions firm, today announced that it has signed a 3 year deal with Sachin Tendulkar to be its Brand Ambassador. Sachin would promote a unique range of commemorative products conceptualised by Valuemart Retail, involving the use of his images, photos & logo.

Valuemart Retail has been promoted by CK Vasudevan, an Ex-Banker with 25+ years of experience in Banking, Corporate Finance & Structuring and Wealth Management. Vasudevan is currently the Managing Director of Valuemart Info Technologies Limited and Valuemart Retail Solutions Limited, both of which are listed on the Bombay Stock Exchange(BSE).

Announcing the signing, **C K Vasudevan, Founder Director of Valuemart Retail** said “We are extremely honoured to have Sachin as our brand ambassador for the new initiative planned by the company. Sachin is a global sports icon and personifies the highest standards of excellence and integrity. We believe that we share the same values as Sachin and commit ourselves to deliver the same standards of quality and excellence in our new product initiative”

Said Sachin Tendulkar,“I met with Vasudevan and his team sometime back and was impressed by the new initiatives that they are working on. I am happy to be a part of Valuemart’s plans and wish him and his team all success”.

Valuemart Retail offers B2C solutions, RFID Solutions, Smartcards and Web based solutions for Retail & Financial Services sectors. Valuemart Retail’s product portfolio consists of group buying site “Value Deals and “Valuecard” a multi-purpose smart card. “Value Deals”(www.valuedeals.co.in) is India’s fastest growing group buying site offering discounts on Dining, Healthcare services, Beauty treatment, Travel, Leisure and Entertainment. “Valuecard” another offering from Valuemart Retail, is India’s first Multi-purpose Smartcard with several applications on a single card. Valuecard has created a secure Infrastructure to facilitate Micro payments & Low value Transactions at affordable rates making it a fast, secure and convenient payment option for Micro payments, Online shopping, Parking Fee, Highway Toll etc.

For more info please visit: www.valuemartretail.com

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