



**For Immediate Release
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Carnation Auto Drives on SAP to Run-Better

India's First Independent Multi-Brand Auto Solutions Company Opts SAP® Business Suite Software to Gain Better Business Insights and Achieve an Accelerated Pan-India Footprint

DELHI — July xx, 2010 — Having opened 20 auto solutions hubs spread across 13 cities in just 20 months and with plans to continue expanding across the country, Carnation Auto needed a centralized IT system to consolidate data and provide accurate and real-time views of information across the company and its hubs. Working with SAP® Business Suite software and the first implementation in India of the SAP® Dealer Business Management application from the SAP® for Automotive solution portfolio, Carnation has been able to leverage the multi-resource scheduling capability to manage its resources more efficiently, enhancing business visibility and accelerate future growth.

Along with SAP Dealer Business Management, Carnation has implemented a powerful combination of solutions from SAP AG (NYSE: SAP) that includes enterprise resource planning (ERP) software, SAP® ERP Central Component. The company plans to expand and continue to invest in its SAP footprint in order to further its business strategy, enhance customer lifecycle management and achieve business outcomes.

“Carnation has the vision of setting new benchmarks in customer service and product offerings in the automotive service industry,” said Jagdish Khattar, chairman and managing director, Carnation Auto. “We’re accountable to every single customer, so finding an IT solution that allowed us to share information and connect with them at every level is very important. SAP Dealer Business Management allowed us to leverage our data and technology platforms to seamlessly meet three critical goals: internal management, operational and financial processes and operational efficiency — a key differentiator to suit our competitive business environment.”

“Our relationship with Carnation reflects, SAP’s ongoing commitment to partner with customers and enable them to master business challenges in the rapidly changing automotive industry,” said Peter Gartenberg, managing director, SAP India Subcontinent. “The future of business environment is set to be crucially dependent on IT which can be vital in making the right decisions. With our proven expertise in the automotive industry, SAP will equip customers, including Carnation, become the better-run businesses in the country.”

About Carnation Auto

Carnation Auto is an initiative by Mr. Jagdish Khattar, with a vision of developing India's largest independent multi-brand automobile sales and service network. Carnation is in the process of setting up a state-of-the-art network of integrated multi-brand auto sales, services and related solutions across the country to enhance the overall experience of owning a car and to optimize the cost of ownership. Carnation provides complete solutions for almost all brands of cars, starting from quick servicing, mechanical repairs, body repairs, accessories, insurance,

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pre-owned cars, 'Auto Premio Solutions' in partnership with Magneti Marelli After Market, car customization solutions with DC Design and even doorstep service through a chain of workshop on wheels.

Carnation Auto had raised its first round of funding of Rs108 crore from marquee investors PremjiInvest and IFCI Ventures. Recently it received loan funding of Rs 170 crore from Punjab National Bank for executing the nation-wide rollout of its multi-brand auto solution hubs. Carnation Auto has also entered into an exclusive collaboration with DC Design to offer completely customized car solutions and semi-customized kits across the country. They have partnered with Magneti Marelli a world leader in automotive solutions to service premium and luxury brands under the "Auto Premio Solutions" brand and to distribute automotive parts in the independent aftermarkets.

For further information, please visit www.carnation.in.

About SAP

SAP is the world's leading provider of business software(*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 97,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol "SAP." For more information, visit www.sap.com.

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(*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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