

A company for premier offering to accelerate concepts to market

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Megasoft Limited (BSE CODE NO: 532408), a transnational Intellectual Property-driven, product-based technology company, today announced the launch of BlueAlly, a Megasoft division uniquely positioned to operate as a true ally in its customers' business transformation initiatives.

BlueAlly will have premier offerings in the Product Lifecycle Management (PLM) and Application Development, Maintenance, and Services (ADMS) space, designed to effectively accelerate concepts to market, and provide comprehensive support of customers' business applications across their entire lifecycle.

BlueAlly to address the specialized needs of Product Development companies

Software product developers continue to search for effective PLM service providers that will give them an edge in terms of reduced development costs and expedited time-to-value. But more and more market research indicates that, beyond cost and speed, the key to overcoming competitive pressures among product developers is to relentlessly innovate, create new markets, and deliver flawlessly and at the right instance. Winning product developers, i.e., whose vision gets successfully translated to reality, are those who seek a partner who shares their passion and can collaborate effectively to expand, build on, nurture, protect, and profit from their idea.

"The launch of BlueAlly is a very strategic step for Megasoft and is a perfect example of our commitment to evolving new service and partnership models that deliver to our customers innovation throughout the lifetime of an engagement. We are really excited about bringing out the industry first, comprehensive productized process framework for PLM to the market", said GV Kumar, CEO and MD of Megasoft. "Our IP-CP3 platform will form the core of BlueAlly's concept to market partnership which not only helps customers get a head-start on the development of their next generation products, but also lead in their respective market spaces" Mr. Kumar added.

The result of a strategic combining of the experience, expertise, methodologies, and partnerships of several Megasoft group entities, BlueAlly is organized to address the PLM and ADMS market in a unique and highly effective manner. Mr. Kumar further explained that with over 25 years of combined experience from Megasoft, XIUS, and VisualSoft playing a major role in the Product Development segments, it was logical to leverage the combined set of assets into BlueAlly, enabling it as the number one "go-to" company in the PLM and ADMS space. To start with, BlueAlly has in place active partnerships with over 20 product-intensive companies in a wide range of market sectors, including High-Technology, Insurance, Health Care and Telecom.

Launching new business initiatives, re-engineering existing products and applications for enhanced functionality and cost efficiency, and looking for early adoption of new delivery models all are key catalysts for growth in the product space. Partners like BlueAlly can add to the momentum by offering a customized experience in relationship, engagement model, solutions, tools, processes, and meaningful metrics – an experience that our customers can take advantage of when building their next level of business explained Vijay Tanamala, President and Chief Customer Advocate of BlueAlly. "BlueAlly will be defining the future of outsourced PLM through a success-vetted and compelling combination of process frameworks, innovation platforms such as the IP-CP3, and industry-leading partnership models" he said.