

2011

MAXIMAA SYSTEMS LTD.



[COMPANY PROFILE]

Company Background, Company Beliefs, Board Of Directors, Statistics, and Area of Interests.

MAXIMAA SYSTEMS LTD.

HIGHLIGHTS:

- **ISO CERTIFIED COMPANY**
(ISO 9001:2008)
- **BSE LISTED SINCE '94**
- **10,000+ SHARE HOLDERS**
- **PROFESSIONALLY MANAGED COMPANY**
- **300+ EMPLOYEES**
- **PATENTED PROYURVEDA PRODUCTS**
- **CUTTING EDGE TECHNOLOGY**
- **NATIONAL / INTERNATIONAL PRESENCE**

BACKGROUND

The Company was originally incorporated on 3rd August, 1990 as Private Limited Company in the with the office of the Registrar of Companies, Gujarat under the Companies Act, 1956 thereafter the company was converted from Private Limited to Public Limited company on 3rd November, 1993.

M/s. Maximaa Systems Limited, engaged in the business of manufacture of Steel Furniture and Industrial storage system at its Works at Suraj Estate, Kailas Road, Valsad – 396 001 (Gujarat) undergone with the scheme of Arrangement with Mapara Furniture Private Limited which also engaged in the business of manufacturing of Steel Furniture at its Works at 241, Naman Plaza, B/h Shoppers Stop, S. V. Road, Kandivali (W), Mumbai – 400 067 (Maharashtra) and with Maximaa Infoways Private Limited which engaged in the business of Software Services at its Registered Office at Suraj Estate, Kailash Road, Valsad – 369 001 Gujarat. The Hon'ble High Court of Gujarat at Ahmedabad, dated 12th day of July, 2010. has passed the essential orders, Consequently, the Maximaa Systems Limited was merged with Mapara Furniture Private Limited and Maximaa Infoways Private Limited.

Upon the Scheme of Reduction of Capital being sanctioned by the High Court of Judicature at Ahmedabad and Mumbai, the authorized Share capital of Maximaa Systems Limited remained unaltered and the subscribed and paid up share capital of Maximaa Systems Limited, reduced from Rs. 17,82,25,540 to Rs. 3,20,14,040. Consequently, every equity shareholders of Maximaa Systems Limited got One New Equity Share of Rs. 10/- in lieu of 5.567 equity shares of Rs. 10/-

Amalgamation of the Mapara Furniture Private Limited and Maximaa Infoways Private Limited with the Maximaa Systems Limited strengthened and consolidated the position of both the amalgamating and amalgamated Company and enabled the amalgamated Company to participate more vigorously and profitably in an increasingly competitive and liberalized market. Now the amalgamated Company is in a position to generate additional funds and to further diversify and expand its businesses and attain better competitive edge in the interest of all constituents of both the Companies. Since our foundation in 1983, we have continuously looked at our clients' challenges by taking them as an opportunity for developing services to tackle those challenges. We have reinvented ourselves over and over again as you might expect from a dynamic industry like ours. Nevertheless, few things have not changed. Right from the beginning, we have nurtured a culture of innovation, entrepreneurship and an unparalleled sense of partnership with our employees and customers. A culture that has in turn determined Maximaa's values: simplicity, creativity, openness, independence and respect. Cohering to these values has proved efficient in Maximaa's growth and also expanded our service offering.

The merger and reduction of the capital has open the door for the development of the company, company has decided to take over the ever growing herbal Ayurvedic medicine business with the cutting edge technology and protection of the IP. The promoters and inventors of Proyurveda having been invested more than 10 years for research and clinical and trials were ready to go globally, has understood the capabilities of Maximaa and both the company has joined the hands.

The world wide alternate medicine market is growing at the rate of 30% and India is exporting such formulations to the tune of 1.3 billion US\$. Looking to the growth and potentiality of the product the entire Proyurveda and Nutraceutical business were taken over under the brand name of Maximaa.

THE KNOWLEDGE CAPITAL

We possess the most eminent pool of knowledgeable people working at Maximaa. We view our experienced and innovative-minded team as 'A Perfect Mix' for our excellence in our diversified areas. Their diverse proficiencies enable us to accost the most intriguing business realities efficiently. This well-heeled people capital has been apparent in our unmatched reputation including our diverse product variety, export exposure and market realizations.

A collective work atmosphere that enables our people to work in sync towards common organizational goals and individual goals are some of the important key elements that we consider vital in fostering our knowledge capital.

TRANSFORMING COMPLEXITY INTO SIMPLICITY AND DELIVERING BUSINESS SOLUTIONS !

We are a team of resolute achievers believing that "Teamwork is working together, even when apart." We are in it together as we know it take a team to achieve excellence.

Maximaa acknowledges human resources as an elemental component for facilitating growth of organization. For this, we provide a fertile ground for our employees with the ideas and confidence to achieve. Today, as we are gearing ourselves for the future, our people are integral element to our success strategy. Our management comprises competent and highly experienced professionals with a booming track record.

We have been proudly saying that our most abiding assets are not what lie between our walls but what we possess within us. We turn challenges into successes. We take work as fun because we know that 'Work creates Wonders' for us.

AN ETHICAL MODEL FOR GROWTH

Maximaa's corporate strategy is simple and straight-forward. Our business purports in achieving long-term growth and development by providing our customers with strategic designs grounded on innovative services and solutions. With positive morale and recognition, our employees are self motivated to work hard for the business to reach excellent standards. We have always endowed our clients' with innovative solutions and new technology which is our source of inspiration. Transparency is one of our key element to which we make no comprise.

OUR VISION

To be accredited as the most striking and innovative provider of business solutions and services and to create a world where things move expeditiously and steadily for the benefit of business organizations and betterment of people's lives, anywhere and everywhere.

OUR MISSION

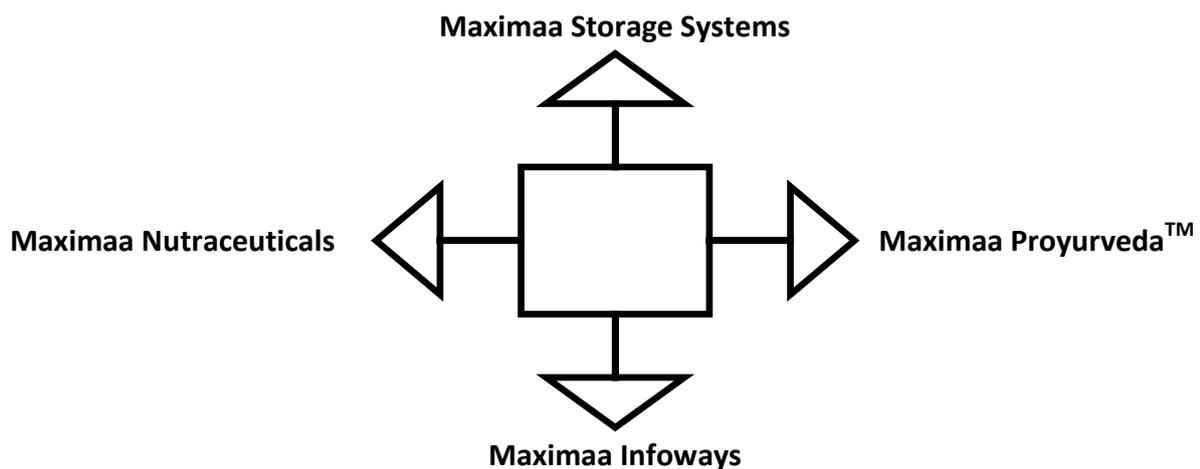
To stretch ourselves thus turning business challenges into business success and to consistently surmount prospects and deliver superior value to our clients' and stakeholders.

OUR COMMITMENT

At Maximaa, we enforce our supreme breadth and depth of proficiency to provide solutions to challenges. We are steadfast in doing whatever it takes to deliver the best outcome for our valuable customers.

OUR SERVICES

Dedicated to quality, reliability and complete customer satisfaction, Maximaa provides innovative and forward-thinking services and products to clients' in the global markets. Maximaa has ventured into various diversified market segments like:



OUR PEOPLE

Our employees are fundamental for the success of your projects and to our business. They are 100% committed in delivering solutions and services making a real difference to your business organization. They are Maximaa's prominent asset and we truly value their entrepreneurial spirit. Our people take every challenge as an opportunity to innovate and render the highest value. Above all, Maximaa's research team is passionate about creating and furnishing results that matter.

All together, we now have more than 100 highly-qualified professionals and 250 workers in India.

The Board of Directors of Company:

Mr. Manoj Shah, Managing Director:

S/o Balubhai Mapara r/o Mumbai, as the creator/founder, he is the driving force behind Maximaa Systems Limited, armed with a post graduate degree in science, his over 25 years of rich and varied experience brings on board a resourcefulness that is refreshing. A dynamic personality possessing sound business acumen and unimaginable grasping power, he has extensive global exposure and is extremely conversant with capital markets and financial management.

Mr. Mayur Shah, Jt. Managing Director

S/o Balubhai Mapara r/o Valsad, Gujarat, as the jt. creator/founder, armed with Master of Commerce, is a first generation entrepreneur, having experience of more than two decades. The daily operations as regards to legal and statutory matters and management of the financial aspects of the Company are his principle subjects.

Mr. Mahesh Shah, Jt. Managing Director

S/o Balubhai Mapara r/o Valsad, Gujarat, as the jt. creator/founder, armed with Chemical Engineer, with great experience in manufacture of steel furniture for more than two decades. He is in charge of the Technical aspects of the Company. He is always keen on visiting various plants manufacturing of similar products so as to improve and stay updated upon the manufacturing aspects of the Company.

Dr. Damavarapu Radha Krishna Reddy (D.R.K. Reddy), Independent Director

S/o Late Sundara Rami Reddy r/o Hyderabad, A.P. He is a model Indian Citizen who has learned Biology on his own, after retiring as superintendent engineer from Andhra Pradesh Govt., and obtained an International Patent on application of Biotechnology to enhance Ayurvedic drugs, with no side effects, to cure the incurable chronic diseases such as Cancer, Arthritis, and Alzheimer's disease etc. He has managed to put the Ayurvedic sciences of INDIA on a pedestal through his invention. He stands as a real role model for the retired officers and individuals in India and for that matter, throughout the world.

Dr. Milan Desai, Independent Director

s/o Mr. Gulabbhai Desai r/o Mumbai, having academic record in the field of medical from G.S. Medical College and KEM Hospital, Parel, Mumbai, India. He worked as a part time Medical Officer in Reserve Bank of India for 25 years from August 1973 to July 1998 along with private practice but after joining in NABARD as CMO on full time basis, private practice was discontinued. Further he worked on the panel of consultant-ESIS and LIC of India for 25 years. He is currently working with NABARD as Medical Officer on contract basis.

Dr. Malireddy Srinivasulu Reddy:

S/o M. Jala Reddy r/o Denver, CO, U.S.A. has since 1982 been the president of American Foods and consulting Labs (ADFAC Labs). He has received a P.H.D. (Food Technology and Bacteriology) from the University of IOWA in 1974 and an M.S. also from the University of IOWA in 1971. Because of his vast experience and superior knowledge in the sphere of Food Technology and Bacteriology, he has received numerous US patents. He has won major awards for his work; authored many a book and research paper; and, has been an esteemed member of various pertinent professional organizations. He is a recipient of outstanding scientist award 2002(Washington D.C) for his scientific contribution to the Food science and Bacteriology.

OUR INFRASTRUCTURE

Clients, today, have become more demanding consumers with higher expectations for quality, innovative solutions and effectiveness of the services that they receive. Over the years, Maximaa has matched the rising demand.

We are geographically well spread to various locations:

- **Corporate Head Quarters in Mumbai**
- **Registered Office in Valsad, Gujarat.**
- **2 Software Development Centres in Valsad, Gujarat.**
- **3 manufacturing units for Storage Systems and Furniture in Valsad, Gujarat.**
- **Manufacturing unit for Proyurveda and Nutraceutical in Hyderabad, A.P.**

MAXIMAA STORAGE SYSTEM

Maximaa Storage Systems is a Concept Establisher in Ware House Management. Apart from supplying the material we offer consultancy in designing the warehouse and provide a complete solution for all your storage and material handling requirements.

Maximaa's Products like Storage Racks Such as Pallet Rack, Heavy Duty Rack, Drive – In Storage System, Shelving Rack, Two/Three Tier Storage System, Display Rack, Mobile Racks, Compactor,

Cantilever Racks & Mezzanine floor and all type of office Furniture. We can give total turnkey consultancy for Internal Storage Systems; we are also manufacturers of Pallet like Polymer, M.S & S. S. Furniture.

We are in the field of supply and manufacturing since last 20 years, and we can proudly say that we have served many leading Industries who are satisfied with our quality and services. As a result we have been their most valued supplier.

MAXIMAA INFOWAYS

In today's techno-buff world, where IT infrastructure plays a crucial role in determining the success of your business, Maximaa Infoways helps your business organization to reach new heights. We provide array of solutions such as Back office solutions and Software & Web Development solutions.

We are backed by a team of well-trained professionals who have wide experience in various areas. Through our multidisciplinary team, effective adoption of technologies, Maximaa delivers quality services to customers helping them to focus on their core competencies. Our IT solutions render strategic advantage to several organizations around the globe.

SOFTWARE DEVELOPMENT

Maximaa has been delivering high-value software solutions providing clients with low-cost, high quality, flexible solutions. With this unique approach, clients gain maximum advantage at minimal risk.

At Maximaa, we strive to understand changing customer needs. We want to make our customers lives easier by simply making technology usable. We have experienced professionals, who with the help of world class tools and equipment, study, design, develop, enhance, customize, implement, maintain and support various aspects of Information Technology. We have the expertise and experience to help you cut costs significantly without impacting product quality or delivery schedules.

MAXIMAA PROYURVEDA™

Though the market size is very big globally, it is estimated that at present, India manufactures Ayurvedic drugs worth \$1.3 Billion per year, out of which \$330 Million are exported in 2008 with 10---15% export growth per year.

PROYURVEDA = PROBIOTICS + AYURVEDA

The word Probiotic means “for life” as opposed to the term antibiotic meaning “against life”. Probiotic by general definition is a live bacteria food supplement, which beneficially affects the host by improving the intestinal microbial balance. Probiotic have demonstrated to be effective in the prevention and treatment of various pathological conditions. The concept of Probiotic is confined essentially to lactobacillus, bifodobacterium, enterococcus, clostridium butyriciim and saccharomyces.

The combination of ancient ayurvedic preparations and calculated amount of Probiotics with the cutting edge modern day technology, we get a product which not only gives better, faster results but also has no side effects. Maximaa holds the **PATENT** where mixing of specific strains of Probiotics with herbal and pharmaceutical preparations to enhance the drug activity with no side effects. Maximaa is proud to be a pioneer in this area of medical research, development, and drug formulations and we are thankful to the doctors around the world for recognizing our efforts.

We hold the patent for the following areas: **UNITED STATES** (US: 6080401), **INDIA, CHINA** and **EUROPE** (awaited)

Currently Maximaa Proyurveda products are marketed in six Indian states i.e. Maharashtra, Rajasthan, M.P, Chhattisgarh, Uttaranchal and U.P.

The division has 67 dedicated experienced people for the field work. The manufacturing plant is located at Medipally village, Uppal, Hyderabad.

Maximaa Proyurveda products will be soon launched Pan India basis. We will soon be launching **“Online Marketing Portal”** for entire Proyurveda and Nutraceutical product range. The area of operation will be India, North America and Europe.

To make the product easily available in those locations warehouse and distribution network will be established in USA and U.K.

MAXIMAA NUTRACEUTICALS

Maximaa Nutraceuticals is under the technical agreement with International Media And Cultures Inc (IMAC-USA). IMAC USA is pioneers in Dairy Soy, Probiotic and food industry.

IMAC has been awarded more than one hundred fifty patents for its products and manufacturing processes. IMAC being a manufacturer of patented cheese it is processing huge quantity of Milk. During this process calcium is extracted. This calcium is the Natural Calcium is THE ONLY NATURAL AND BIO-AVAILABLE CALCIUM.

Maximaa has received all the rights for this unique calcium from IMAC, as result we can produce huge quantity to cater the ever increasing market demand.

IMAC's promoters are part of Maximaa's advisory board, with their expertise in the research field and our experience in marketing; we make a team more compatible. The MoU for the business as well for the patent has been signed by both the parties. The manufacturing activity will remain continue from the Hyderabad factory.

Calcium (Dairycal) has already been launched in a niche market. Soon it will be soon be launched initially in all the Indian Metros and then will catch up throughout India. While, Soy Protein and whey protein will be imported from IMAC, USA and will be marketed in bulk to the Indian manufacturers.

PRODUCTS:

Sr. No	Maximaa Products	Indications
1.	A-Diet Powder	Obesity
2.	Advac Powder	Habitual or Occasional Constipation
3.	Biocal Powder	Osteoporosis, High Blood Pressure, Colon Cancer, CVD
4.	Biocivas Syrup	Productive and Non-Productive Cough/Bronchial Asthma/Chronic Bronchitis/COPD/Smoker's Cough
5.	Cerepo Capsule	Brain Fatigue Syndrome/Lack of Concentration/Memory Disturbances/Irritability/Temper Tantrums/Speech Defects/Anxiety Neurosis/Nocturnal Enuresis
6.	Cerepo Syrup	Brain Fatigue Syndrome/Lack of Concentration/Memory Disturbances/Irritability/Temper Tantrums/Speech Defects/Anxiety Neurosis/Nocturnal Enuresis
7.	Cidni Capsule	In management of Hyperacidity/Dyspepsia/Flatulence/Epi-Gastric Pain/Gastric Ulcer/Duodenal Ulcer
8.	Cidni Syrup	In management of Hyperacidity/Dyspepsia/Flatulence/Epi-Gastric Pain/Gastric Ulcer/Duodenal Ulcer
9.	Dairical Tablets (Calcium)	Osteoporosis/Pregnancy & Lactation/Faster Bone Healing In Fractures/Preventive for bone loss during middle & golden Years/Bone building in children and adolescents/Hypertension in conjunction with Anti-hypertensive/Weight Loss
10.	Dairical Plus Tablets (Calcium, Whey Protein)	Prevents bone loss during menopause/Naturally eases menopausal symptoms/Supplementation during osteoporosis/Helps reduce incidence of breast & Prostrate cancer/Obesity & Diabetes/Weight Loss & Decrease in Oxidative Stress.
11.	Der 9 Capsule	Dermatitis/Eczema/Urticaria/Bacterial and Fungal Infections/Boils/Carbuncles/Pyoderma/Diabetic Ulcers
12.	Der 9 Gel	Dermatitis/Eczema/Urticaria/Bacterial and Fungal Infections/Boils/Carbuncles/Pyoderma/Diabetic Ulcers
13.	Digestomax Capsule	Indigestion/Anorexia/Colicky Pain/Flatulence
14.	Digestomax Syrup	Indigestion/Anorexia/Colicky Pain/Flatulence
15.	Fasto Powder	During Illness /Convalescence /TB / Typhoid / Malnutrition.
16.	Flex-Imac Capsule	Articular and Extra Articular Rheumatism like Osteo Arthritis/Rheumatoid Arthritis/Ankylosing Spondylitis/Gout/Fractures/Sprains/Bursitis/Myalgia/ Neuralgia/Sciatica and Lumbago. All types of pain in Joints and Nerve Sheaths.

17.	Flex-Imac Forte Capsule	Articular and Extra Articular Rheumatism like Osteo Arthritis/Rheumatoid Arthritis/Ankylosing Spondylitis/Gout/Fractures/Sprains/Bursitis/Myalgia/Neuralgia/Sciatica and Lumbago. All types of pain in Joints and Nerve Sheaths
18.	Flex-Imac Gel / Oil	Articular and Extra Articular Rheumatism like Osteo Arthritis/Rheumatoid Arthritis/Ankylosing Spondylitis/Gout/Fractures/Sprains/Bursitis/Myalgia/Neuralgia/Sciatica and Lumbago. All types of pain in Joints.
19.	Glufac Capsule	Indicated in Type 1 and 2 Type Diabetes
20.	Hemac Capsule	Anaemias
21.	Hemac Syrup	Anaemias
22.	Hispo Fort Capsule	Erectile Dysfunction/Premature Ejaculation
23.	Hispo Gel	Erectile Dysfunction/Premature Ejaculation
24.	Livad Capsule	Hepatitis A & E/Hepatic Disorders like Vomiting/Malaise/Weight Loss/Yellow Urine/Clay Stool/Anorexia/Fever/Yellow Sclera /Hepatomegaly. Patients with raised values of serum bilirubin, bilirubin, alkaline phosphates, SGOT, SGPT and reduced protein level.
25.	Neurotip Capsule	Neuro-muscular debility/Tension/Anxiety/Stress
26.	Nomesis Syrup	Hyper-emesis Gravidium/Travel Sickness/ Nausea/ Vomiting.
27.	Piloguard Capsule	Haemorrhoids and Fissure in Anus
28.	Regmen Syrup	Abnormal Uterine Bleeding/Dysmenorrhoea/Herbal Uterine
29.	Sedia Capsule	Insomnia/Anxiety/Depression
30.	Vivis Gel / Oil	Fall of Hair/Grey Hair/Tension Headache
31.	Zimvit Syrup	Nervine Tonic/Improves Circulation of Blood/Improves Quality & Quantity of Blood/Tones up Liver Function/Aids in Digestion of Food/Natural Source of Rich Anti-Oxidants
32.	Soy Protein	High cholesterol/Hot flashes caused by menopause/ Reducing the risk of osteoporosis/Reducing the risk of developing breast cancer/Reducing the duration of diarrhea in infants/Preventing and treating diabetic nerve problems/ Providing nutrition to infants who can't digest milk sugars/ Reducing protein in the urine of people with kidney disease Treating diabetes type 2
33.	Whey Protein	Decreasing weight loss in people with HIV disease/ reducing the risks of diseases such as heart disease and cancer /fuel working muscles and stimulate protein synthesis.

MAXIMAA SYSTEMS LIMITED IN A NUTSHELL

Maximaa Systems Ltd., incorporated in 1991 is an ISO certified (ISO 9001:2008), Publicly Traded Company diversified into various segments like:

Maximaa Proyurveda (Healthcare, Ayurvedic Products):

Maximaa Proyurveda is a division the company, associated with Colorado based IMAC LABS, U.S.A. that continues its endeavour to manufacture and develop superior of patented pharmaceutical formulations making Ayurvedic in combination with Probiotics.

Maximaa Nutraceutical (General Wellness Products.):

Maximaa Nutraceutical is a division of the company associated with Colorado based IMAC LABS, U.S.A. that deals with General wellness/healthcare products in the nutraceutical segment.

Maximaa Storage Systems (Industrial Steel/ Stainless Steel Warehouse Racking.):

Maximaa Storage Systems is a specialist Storage System division with its specific expertise in designing, manufacturing and installing Heavy Duty Pallet racking System, Med- Duty racking system, Drive-in Storage System, Slotted Angle Rack, Two Tier, Three Tier racking system, Mobile storage system, Compactors & above all industries specific purpose racking system is our its core expertise.

Maximaa Infoways (I.T / BPO / Software, Website, Apps Design & Development):

Maximaa Infoways which primarily focuses in providing Business Process Outsourcing services in the area of website/ software development, Image Processing, Back-Office operations and administration for medium and large enterprises, customer service etc since last 8 years.