

Aztecsoft Awarded for Creative Excellence in Recruitment Advertising Wins 2 Pink Slip Awards

Bangalore, March 25, 2008: Aztecsoft Limited, the leading provider of Global Software Engineering Services today announced that it has won 2 Pink Slip Awards for Creative Excellence in Recruitment Advertising.

Winning the award for 'Best IT/Telecom Recruitment Advertisement' and 'Best use of Visuals in an Advertisement' at the Pink Slip Awards 2008 - Aztecsoft's 'Techiela' ad was chosen from over 400 short listed nominations. Contenders for the 'Best IT/Telecom Recruitment Advertisement' also included companies such as Microsoft and Yahoo. M & M Connect, Aztecsoft's agency was also presented the awards for their outstanding work.

Commenting on the award, a delighted Mr. Satish Venkatachaliah, Senior Vice President - Human Resources, Aztecsoft Limited said "These Awards are a validation of Aztecsoft's passion for its people and reinforces our commitment to excellence. The winning advertisement was created to highlight Aztecsoft's passion for technology and to showcase the innovative work happening at Aztecsoft to prospective employees. We will continue to invest in our workforce as we firmly believe that our people are our most valuable asset."

Organized by the Times Group, the awards acknowledges companies and advertising agencies who are able to build an impressive recruitment brand and attract talent through creative advertisements. The awards had 12 categories in all: Grand Prix; Best Recruitment Campaign; Best Use of a Headline; Best Use of a Visual; Sales and Marketing; Services; Banking, Financial Services and Insurance; Engineering, Construction and Infrastructure; Health and Pharmaceuticals Industry; Aviation; IT and Telecom; and BPO Industry.

The jury included Josy Paul, national creative director, BBDO; Govind Shrikhande, chief executive officer, Shopper's Stop; Sashi Sinha; CEO, FCB-Ulka; Mona Cheriyan, general manager, employee engagement, i-Flex Solutions; Rubi Arya, AVP, Kingfisher Airways; and Agnello Dias, national creative director, JWT.



A billboard based on the award winning advertisement. [For more campaigns by Aztecsoft, click here.](#)

About Aztecsoft Ltd.

Since 1995, Aztecsoft has built and tested over 1600 software products. The software engineering specialist provides best-in-class development and testing services to software product companies, business and consumer portals, SaaS providers, and companies in the mobility & wireless domain. Aztecsoft provides full life-cycle product engineering, independent testing, professional services, and sustained engineering services.

With a client list that includes many of the largest fortune 500 companies, Aztecsoft's passion for technology, excellence and people gives their customers the best combination of expertise, experience and depth of services to make it the technology partner of choice.

Aztecsoft has won a number of industry awards for innovative HR practices from independent agencies, which is an external validation of Aztecsoft's consistent growth momentum.

To learn more about Aztecsoft, please visit www.aztecsoft.com or email marketing@aztecsoft.com.

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