



Bartronics India bags Financial Inclusion project from associate banks of State Bank of India

Hyderabad, January 28, 2010: Bartronics India Limited (Bartronics or Company), an ISO 9001:2000, Automatic Identification and Data Collection (AIDC) company with a track record of 15 years of applying and innovating identification technologies and products to deliver solutions to a global clientele, has been awarded a SMART CARD based Financial Inclusion project by five associate Banks (SBBJ, SBI, SBM, SBP and SBT) of State Bank of India.

The project has been targeted to cover villages in the operating area of the banks and is expected to reach a volume of 6.40 lakhs customers by March, 2010. Customers who would be coming under the purview of financial inclusion would be provided with a biometrically configured contact-less smart card.

Commenting on the project, Mr. Sudhir Rao, Managing Director, Bartronics said, "The vast majority of the population in rural and remote areas have very limited access to affordable banking and financial services such as savings, loans, remittances, etc. The banks, through this project plan to provide banking and financial solutions in unbanked and under banked centres in rural and semi urban areas. Bartronics is proud to be playing a part and associated in this financial inclusion initiative."

State Bank of Bikaner & Jaipur (SBBJ) has initiated the project and the enrolments started on 15th of Jan 2010 at Boore Khurd Village, Alwar District, Rajasthan. The project will go live on 29 January 2010 with financial transaction at Rajpur Chota village (Customer Service Point) of Alwar District.

About Bartronics

Incorporated in 1990, Bartronics is a Hyderabad based company that started with providing solutions in Bar Coding, one of the oldest AIDC technologies. The Company's focus today extends to RFID, POS, Smart Cards working as AIDC division, RFID division, Smart Card Division and Retail-IT division.

Bartronics' focus is on supply chain and inventory management, logistics, time, attendance and asset tracking systems. Bartronics' knowledge of products, technologies, implementation skills and understanding of the market place make us a dominant player in the domestic markets, and help us share exclusive relationships with many of the leading vendors in the world.

For more information on Bartronics visit www.bartronicsindia.com. For further information, please contact:

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