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		Clutimu costi	or than
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(327,)	C 274,	(20%)	
(52/,)	(29/1)	41 34	
	(co	y.)	
Main business	> IT sols and / Rwenuu	Annual Mount	enance
	1	>	
467,	214,	Other	
[BFSI]	[Health care]		
	C	(40).)	
Product based bu		de software ar	à application
			114
for compania	$1 \longrightarrow$	digital moviketin	19 (90%
Devops	y buc security	- 19.71	revenue)
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BF61	1	(48%) 44%)	
(42%)	Retail (39).)	(48%) 44%)	
		and the second s	
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C9 %	(147)		

BFSI - Banking, Financial Evuven and Insurance Sector Retail sector & companiu that sell goods and survice to consumury in small quantitive. Exgrocury, clothen of and drug stones Morgan - Ratio of Profit to Revenue. Higher better, Niche technologies - Technological products that are designed for a particular small amount market MECE [avoid overlap Tan It framers 9 Mutually exclusive, comprehensively exhaustive Resources [27%] [less amt based] Employee contractory [60 %] Indla Business) austomius [n217.] Company margen 9/1 / low > Resources 73% [major amt based] Outo Imployed (contreactors) costlier > 12% ousiness > [Mainly out] 79% customory movigin enjoysgood moving in wirt to Inclia

Root problem > Though the company is an Indian II sweller company, major of its mounce and operation are based out of India, where the value of its products and survices has more value. Also the Very small amt. of contractors are

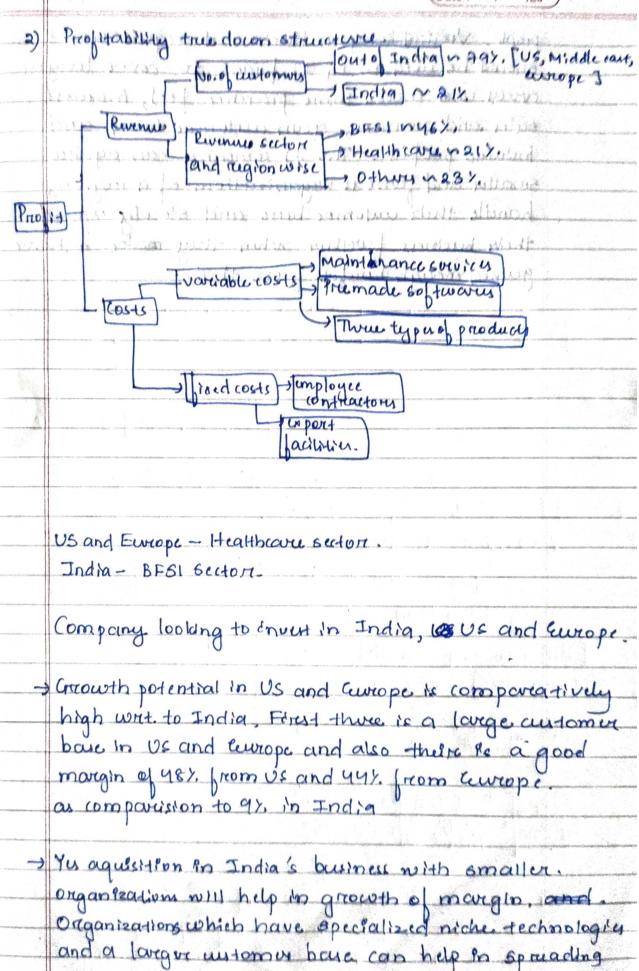
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here and use their survices is low there, also because they are lightimes more costling.

Due to brodur automor segment they enjury good margin in foreign countries from their business. In India though there may be customore of this company, they may not be able to reach out to them due to their smaller business base, so there is a need to reach to a largue as customore extensions of this company.



out the survice and product of company to me

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1	
	people. Vortical integrant Horcizontal acquisition
1	Should be used to by IT firms to cover longer
	arrian and make their presence feel, increase
	sales and ruvinues, gain automor trust and
	mouair profit. The IT company can aquire
	smaller and famous organizations of a region,
	handle their automor have and slowly expand
	their business further when they make a how
	gained enough hind stellars to
	gained inough binefits from that
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	Distriction (steel costs)
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