



For Immediate Release

The Israel Export and International Cooperation Institute appoints Mahindra Special Services Group as Homeland Security advisor for the Indo-Israel market

25th February 2009: In a development that would boost exchange of ideas, expertise and technologies between Israel and India, The Israel Export and International Cooperation Institute (IEICI), has selected Mahindra Special Services Group (MSSG), India's leading Corporate Security Risk Consulting firm, as the Homeland Security (HLS) partner. The IEICI has appointed BDO-I2I, a leading Indo-Israeli business consulting firm, as the representative body for a new initiative between IEICI and the Economic Department, Embassy of Israel in New Delhi (the First Secretary – Economic Affairs) and the Consul – Economic Affairs, Consulate General of Israel in Mumbai, towards promoting, assisting and guiding Israeli and Indian companies to take active part in the business opportunities which exist in both countries.

Commenting on the appointment, **Avi Hefetz, CEO, IEICI**, said, "Israel and India share a lot in common and have strong bilateral economic ties. India today is Israel's third largest trading partner in Asia and one of the ten most important globally. Israel's HLS industry has initiated and implemented state of the art homeland security solutions, based on doctrine, experience and know how acquired through decades of combating internal security and terror threats. I am confident that with the combined expertise of MSSG and BDO-I2I, Israeli and Indian companies will achieve new heights of success in business cooperation and mutual benefits."

Captain Raghu Raman, CEO of Mahindra Special Services Group, averred, "Post the tragic 26/11 terror attacks in Mumbai, we were approached by several corporates in India, seeking advice on security solutions from countries that are considered to have an evolved outlook towards security. As the official HLS partner for IEICI in India, we are now in a position to study Israeli solutions and consult Indian organizations on acquiring the right technologies that match their needs. That said, as a premier consulting firm, we will continue to maintain objectivity as our role would be limited to studying, filtering and recommending the right organizations in conjunction with BDO I2I."

David Keynan, CEO, BDO-I2I India Business Consulting, added, "As part of its role as the HLS partner, MSSG will act as the 'industry advisor' for IEICI's member companies scouting for business opportunities in India. MSSG will guide relevant participating Israeli companies into the Indian market by providing India specific market intelligence. Given their leadership position in India's corporate security and HLS space, MSSG is best suited to advising businesses on some of the world's best Israeli technologies. Leveraging BDO-I2I's vast experience in representing Indo-Israel business opportunities coupled with MSSG's security consulting experience, we are excited about bringing tremendous value to IEICI's members."



About IEICI

The Israel Export and International Cooperation Institute (IEICI) was established in 1958 jointly by the Israel government and the private sector as a non-profit organization. IEICI promotes Israel's industrial exports and exports of services as well as develops trade relations, cooperation and strategic alliances with overseas companies. The 2,600 member companies of IEICI comprise 90% of Israel's industrial exporters. To know more, please visit <http://www.export.gov.il/Eng/>

About Mahindra Special Services Group

Mahindra Special Services Group (MSSG), a strategic business unit under \$6.7bn Mahindra group, is a leading Corporate Security Risk Consulting firm that has helped over 100 organizations derisk their business and enhance competitive advantage. MSSG's risk mitigation consulting services are categorized under Information Security Management, Physical Security, Technical Advisory, Governance Advisory and Change Management services, respectively. To know more about the company, please visit www.mahindrassg.com

About BDO-I2I

BDO-I2I is a joint venture between BDO, a leading accounting and business consulting firm and I2I Ventures, a company focusing on entrepreneurship, business development and investment banking between India and Israel. BDO-I2I India business consulting provides Israeli and Indian companies with business development and professional "One Stop Shop" solutions. Located in Mumbai, Bangalore and Tel-Avi, BDO-I2I expertise is focused on the key potential the booming Indian economy could bring to Israeli companies, mainly High-Tech, Retail, Real-Estate and financial services. To know more, please visit <http://bdo.co.il/?CategoryID=208>

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