



From the CEO's Desk

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Festive greetings from Extentia!

In India, the festival season runs from September - March, and this year we've had much to celebrate! The last three months have been busy - with events, technology, Sakaar and growing business lines that are staying one step ahead of the industry. We've also had the opportunity to engage with more audiences on our growing expertise and presence in the mobile and social media space.

In October, we formally celebrated our occupation of additional office space in Pune - now christened Extentia Towers (Pune). As usual we marked the occasion with a celebration that brought all Extentians together!

Extentia recognizes a long list of veterans - Celina, Jaya, Anil, Farah, Mahesh, Chetan, Pankaj, Jigisha, Sudhakar, Mamta, Suhas, Nitin, and Yamini. My congratulations and thanks to you for your longtime association with us!

All the details are right below! Please write to us with questions, comments, and criticism - we always look forward to hearing from you! Be sure to follow us on [Facebook](#), [Twitter](#) and [YouTube](#) for frequent updates.

Umeed Kothavala, CEO

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News

Extentia Inaugurates New Office – 'Extentia Tower', Celebrates Dussehra in Style – We inaugurated our new Extentia Tower office in Pune on October 5. Umeed and Marc addressed Extentians, who were dressed in their finest for the festival of Dussehra which fell on the same day. This was followed by celebrations at a rooftop party that night.

October 11, 2011 | [Read more](#) | [View pictures](#)



Extentia Unveils the 'Pune Unplugged 2011' Mobile Application – We launched the Pune Unplugged 2011 Mobile Application last month. Pune Unplugged is a series of events organized by the MCCIA (Maharashtra Chamber of Commerce, Industries and Agriculture) targeted at expatriates in the city. The application is a unique guide to every event - a first of its kind offering that allows convenient access to detailed information on mobile. There was considerable interest in it from event management professionals!

October 10, 2011 | [Read more](#) | [Download application](#)

iXtencia mobile applications featured in the Indian Express – The article 'The Write Way Out' talks about our iLearner platform and how it enables authors to publish content for mobile. Featured iXtencia applications are MBA for Startups, and iExpert English. September 20, 2011 | [View article](#)



Umeed on 'Extracting More Value from Mobile Technology' – In the September 2011 issue of Synergyz, Umeed writes about mobile technology and business transformation, with insights on how the medium is now being consumed. The article also tells businesses to consider mobile technology for better efficiency, and how to get started. Synergyz is the journal of the World Zarathusti Chamber of Commerce. September, 2011 | [View article](#)

Extentia at The Siliconindia Mobile Developer Conference – Several Extentians attended the Siliconindia Mobile Developer Conference held at the Aurora Towers in Pune. Extentia was an exhibitor at the event. At the Extentia booth, the team demonstrated our mobile applications, and discussed business and career opportunities with visitors. September 10, 2011 | [View pictures](#)



'The Evolving Power of Social Media in Business' – In the latest of Extentia's Social Media for Business series, Umeed addressed an audience from the Institute of Management Consultants of India (IMCI), and the MIT School of Telecom Management (MITSOT). It covered what social media is, reasons for its popularity, its potential for business, and how businesses should use social media. September 9, 2011 | [View pictures](#)

Connect in the Times of India – Our Connect internship program was featured in the Times of India's Education Times. It talks about how technology companies are helping students gain workplace skills, to become more employable. August 8, 2011 | [View article](#)



Company Events



Longtime Extentians – Congratulations! Celina, Jaya, and Anil have completed 12 years at Extentia, followed by Farah with 9 years here. Mahesh and Chetan have been with us for 6 years, while Pankaj, Jigisha, Sudhakar, Mamta, Suhas, Nitin, and Yamini have been Extentians for 5 years. These veterans were felicitated by their colleagues on their anniversary dates.

Workshop on 'Technology and the Media' – Post graduate students, with faculty from the Ranade Institute's department of journalism and communication, and senior journalists, attended a workshop on 'High-End Technology and the Media' at Extentia. The event was held on September 16, at Extentia House in Pune. There was an extended (and lively) Q & A session at the end, and the future journalists expressed their appreciation for the workshop. September 16, 2011 | [View pictures](#)



XPL Soccer – The Extentia Premier League (XPL) witnessed exciting football action, with the best talent from Extentia's 6 house teams. The competition was strong, the matches intense, and the excitement palpable! In the final the Infinities beat the Constant Variables. August – September, 2011 | [View pictures](#)

Sakaar Events – Sakaar is Extentia's social responsibility program. Extentians recently visited the Poona Blind School in Koregaon Park to celebrate the birthdays of the children there. We also conducted a training session on the use of Microsoft Office for students from Friends of Children (FoC).

July – August, 2011 | [Read more](#)



Recent Knowledge Sharing Sessions – Extentians participated in a delightful [session on the 5 secrets to project success](#). Though they confused the audience at first, the explanation and insight behind the secrets made perfect sense in the end!

Dutch intern Harald Stoll held an informative [session on social media metrics](#) and their increasing use in business. It showcased several interesting tools that help monitor social media activity.

Also, an entertaining [session on why Indians speak/write English the way they do](#) was presented by Venkat, with many humorous examples, and active audience participation.

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