



DesiCrew is a Finalist for the 2010 Red Herring 100 Asia Award

25th Oct 2010, Chennai – DesiCrew announced today it has been selected as a **Finalist** for Red Herring's top 100 Asia award, a prestigious list honoring the year's most promising private technology ventures from the Asia business region.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across Asia. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. DesiCrew shows great promise therefore deserves to be among the **Finalists**. Now we're faced with the difficult task of selecting the **Winners** of the Top 100 Asia Award.

Finalists for the award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the mobile, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

The **Finalists** are invited to present their winning strategies at the Red Herring Asia forum in Shanghai, November 15-16, 2010. The Top 100 winners will be announced at a special awards ceremony on November 16 at the event.