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**नेशनल रिसर्च डिवेलपमेंट कारपोरेशन**  
[वै.औ.अनु.वि. का उद्यम, विज्ञान एवं प्रौद्योगिकी मंत्रालय भारत सरकार]

**National Research Development Corporation**

[An Enterprise of DSIR, Ministry of Science & Tech., Govt. of India]

20-22, जमरूदपुर कम्यूनटी सेंटर, कैलाश कालोनी एक्सटेंशन, नई दिल्ली-110048 भारत  
20-22, Zamroodpur Community Centre, Kailash Colony Ext., New Delhi - 110 048 INDIA

**डॉ. एच. पुरुषोत्तम**  
अध्यक्ष एवं प्रबंध निदेशक  
**Dr. H. Purushotham**  
Chairman & Managing Director

NRDC/DIPP/SI/LoR/003/2016

Date: 26<sup>th</sup> September 2016

### Recommendation Letter

I, Hanumanthu Purushotham, s/o Mr. Venkayya Hanumanthu, in my capacity as Chairman & Managing Director of National Research Development Corporation, New Delhi, have examined the request of Mr. Umang Sagar Jain, Director of Athenosoft Consulting Pvt Ltd, Noida, Uttar Pradesh to validate the nature of business and after due examination, I recommend that the business being pursued by the applicant is innovative in nature and may therefore be considered as a business covered under the definition of Startup as per the notification no. G.S.R. 180(E) dated February 17, 2016 (F. No. 5(91)/2015-BE.I).

The detailed reasons for the recommendation are provided in the annexure to this letter.

(Signature of the Recommender)

Name of Recommender: Dr H Purushotham  
Designation of Recommender: CMD

Date: 26<sup>th</sup> September 2016  
Place: New Delhi

**Dr. H. Purushotham**  
Chairman and Managing Director  
National Research Development Corporation  
(An Enterprise of Department of Scientific &  
Industrial Research, Ministry of Science &  
Technology, Govt. of India)  
New Delhi-110048

## **myRosys by Athenosoft**

The myRosys software, developed by Athenosoft, is quite innovative towards its approach and architecture in seamlessly enhancing the social media experience for brands. myRosys' features, such as content workflow mechanism and ability to amplify the content using network of stakeholders and influencers, are innovative and are one of their kinds in the industry. These features have an ability to provide a multifold boost to the reach of social media content and increase the engagements of users.

The software provides powerful real-time analysis of information from multiple social platforms and efficiently gauges the user's sentiments. These features definitely give myRosys an upper edge over a host of competitive software in the market.

In recent times, Social Media Marketing has come up to be the next big thing in Marketing. Many firms and brands are present on social media platforms to connect with their audiences and are using varied social media software to accomplish their desired goals.

myRosys, with its list of innovative features, is a comprehensive social media management software that can effectively be used to create, manage, and amplify the reach of social media content and fetch useful social media insights by listening to noise across multiple social media platforms.