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## We have built a strong network for ATMs : CMS Info chief



**S. Ronendra Singh**  
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CMS Info Systems is a leading information technology and outsourced business services provider, which has spread across more than 2,000 cities in the country with more than 200 offices.

The company is strong in cash management services for banks such as State Bank of India, Punjab National Bank, Standard Chartered Bank and Citi Bank. It recently won one of the biggest deals — Rs 450-crore deal from SBI to deploy around 8,000 automated teller machines (ATMs) across the country — and service, maintain and support for seven years.

In an interview with *Business Line*, Rajiv Kaul, Executive Vice-Chairman and Chief Executive Officer, talks more on future plans.

### Edited excerpts:

#### What is your market share in the ATM outsourcing business?

Of 1.30 lakh ATMs in the country right now, around 83,000 are outsourced for cash and we have more than 50 per cent (44,000 ATMs) market share.

#### On the security front, how do you make your machines foolproof?

There are many multi-national companies that wanted to partner with us in India, but we select our partner. We think Oki (Japanese) and Hyosung (Korean) who are our partners are fantastic in



► *We keep investing and expanding branches between 30 and 50 every year because it is critical to build the distribution network.*

**- Rajiv Kaul, Executive Vice-Chairman & CEO**

terms of quality of detection and technologies as per the Indian needs and the machines are made only for India, which are shipped here. The machines we have are more of scanning and recognition than of dispensation. The two companies are way ahead in technology than many others.

#### After the SBI deal, what are your revenue targets?

Two years back we had set target revenue of Rs 2,000 crore by 2017 from Rs 550 crore in 2009.

Today, we are at around Rs 1,000 crore and we may

achieve Rs 3,000 crore by 2019. We had got another SBI deal in September (which was not public yet) for cash deposit machines (around 1,000 units) to be installed in different branches. This was a different bid and request for proposal from the ATM machines, which we won.

The project size is of Rs 150 crore. We are one of the drivers for adoption of these machines in the country, so we should get benefit out of that.

#### Would you focus more on Government sector now?

We have to have a play in Government because they are

a large buyer. For example, we have been part of the citizen identity cards (National Population Register). On overall basis, it should be around five per cent of our revenue and we will grow it as more projects come along.

#### What kind of focus do you have in other businesses like printing bank cards?

Lot of new technologies are coming in credit and debit cards, which we do for many banks.

There are debit cards coming with chip in it, for which we will be bidding for tenders.

For example, we do debit cards for Punjab National Bank, which is now coming out with a tender for chip in debit cards — they are more expensive, but higher in quality and security.

We are printing books for some of the projects in education sector such as Bombay Municipal Corporation schools.

#### What are your expansion plans?

We have about 30,000 people in the country (with partners) and everyday we touch around 2,200-2,300 towns and we have our own branches in around 220 towns in the country.

We keep investing and expanding branches between 30 and 50 every year because it is critical to build the distribution network.

We are present in each part of the country, including some places many are not there like Jammu and Kashmir, Lakshadweep and all parts of the North-East.

We operate in the Naxal areas such as in the interiors of Chhattisgarh, where most of the competitors don't go.

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