

**For Immediate Release****Vortex ATMs to give consumer receipts in Regional Languages too**

**Chennai, 20 October 2011:** For the first time in India, users of ATMs will have the benefit of receiving transaction receipts in the language they chose for ATM transactions. This feature was pioneered on Vortex Gramateller ATMs deployed in Tamil Nadu on a pilot basis.

ATMs in India offer user interfaces in local languages for on-screen display, but so far the consumer receipts have been available only in English. Roughly 60% of ATM users in Rural/Semi-Urban areas use local language screens for ATM transactions. Now with this innovative feature, they can have mini-statements, cash withdrawal, balance enquiry and other transaction receipts in the same language as they have chosen for their transaction. This is expected to benefit a lot of Rural/Semi Urban customers who are literate only in regional languages.

“This feature will go a long way in making ATMs more friendly for the Rural/Semi Urban customers”, says Vijay Babu, CEO of Chennai based Vortex Engineering. “So far, this facility was unavailable because of implementation complexities – as all receipt messages are provided by a centralized ATM switch in English. We have developed a customized technology which translates these English messages to local language on the ATM itself, thus eliminating the need for complex customizations at the central switch level. This feature further validates the strength of Vortex as an innovator building user friendly technology for Indian markets”, he added.



A receipt for Balance Enquiry in Tamil Language available at Vortex ATMs

**About Vortex Engineering**

Headquartered in Chennai, Vortex Engineering Pvt Ltd is a pioneer and leading provider of innovative low power consuming ATMs tailor-made for semi-urban and rural areas. Built on years of R&D in collaboration with IIT Madras, and with a steady focus on rural needs, Vortex is now changing the face of banking with its Gramateller ATMs.

**Vortex Engineering Pvt. Ltd.**

14, Palayakaran Street, Ekkaduthangal, Chennai 600 032, INDIA

Phone: +91 44 42647200, Fax: +91 44 22254732

Email: [info@vortexindia.co.in](mailto:info@vortexindia.co.in)

[www.vortexindia.co.in](http://www.vortexindia.co.in)



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Vortex is led by entrepreneurs and IIT alumni, L Kannan (Founder and CTO) and V Vijay Babu (CEO). Vortex benefits from the presence of luminaries like Ray Stata (Founder and Chairman, Analog Devices), Jean-Philippe de Schrevel (Chairman, Oasis Fund), Arun Diaz (Management Consultant; formerly Head, Programme and Change Management, Standard Chartered Bank), et al on its board.

Please visit [www.vortexindia.co.in](http://www.vortexindia.co.in)

**For further information, please contact:**

Sabarinath C Nair

Vortex Engineering

Ph: 09500001442

Email: [sabari@vortexindia.co.in](mailto:sabari@vortexindia.co.in)