

July 24, 2023

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400001.

**National Stock Exchange of India Ltd.,**  
Exchange Plaza, C/1, G Block,  
Bandra - Kurla Complex, Bandra (E),  
Mumbai - 400051.

**Scrip ID: BSOFT**  
**Scrip Code: 532400**

**Symbol: BSOFT**  
**Series: EQ**

**Kind Attn: The Manager,**  
Department of Corporate Services

**Kind Attn: The Manager,**  
Listing Department

**Subject:** - Press release

Dear Sir / Madam,

Please find enclosed a press release for your ready reference and further dissemination purpose.

Kindly take the same on your record.

Thanking you.

Yours faithfully,

For **Birlasoft Limited**

Sneha  
Prashant  
Padve

Digitally signed  
by Sneha  
Prashant Padve  
Date: 2023.07.24  
10:29:01 +05'30'



Sneha Padve  
**Company Secretary & Compliance Officer**

**Encl.:-** As mentioned above.

**Birlasoft Limited**

## **Birlasoft Collaborates with Microsoft to Establish Generative AI Centre of Excellence, Driving Value Creation and Innovation**

**Noida, Pune (India) and Edison, NJ (USA): July 24, 2023: Birlasoft Ltd [BSE: 532400, NSE: BSOFT], part of the USD 2.9 billion diversified [C.K. Birla Group](#) has established a Generative AI Centre of Excellence, in collaboration with Microsoft. This strategic initiative aims to accelerate value creation and foster innovation in the adoption of Generative AI, to deliver cutting-edge enterprise solutions across industries.**

The Generative AI Centre of Excellence brings together the combined strengths of Birlasoft's deep industry expertise and Microsoft Azure OpenAI Service. It will serve as a hub for Birlasoft and Microsoft experts to facilitate research, training, and collaboration. Through this collective ecosystem, organizations will be empowered to unlock the full potential of Generative AI, enabling them to develop tailored solutions to address complex business challenges.

The continual advancements in Generative AI are opening up endless possibilities for various industries. Birlasoft will focus on key use cases across different verticals.

- For **Manufacturing** sector, the Company will use Azure OpenAI Service capabilities for product design, process optimization, quality and defect detection, as well as predictive maintenance and digital twins.
- In the **Life Sciences and Pharmaceutical** domain, Birlasoft will utilize generative AI solutions for drug discovery, design, and data augmentation.
- For **Energy and Utilities** sector, the company aims to enhance field service engagements leveraging Generative AI.
- In the **Banking, Financial Services, and Insurance** domain, focus areas for Generative AI include automated claims handling, summarizing financial reporting, and improving search capabilities.

**Roop Singh, CEO Americas, Birlasoft said,** "Our long-standing relationship with Microsoft has enabled enterprises to accelerate their digital transformation journey. With the Generative AI Centre of Excellence, we will raise the bar further to deliver enterprise solutions and services. I'm excited and hopeful that together, we will deliver innovative solutions that empower organizations to make informed decisions and stay ahead in a highly competitive landscape."

**Jim Lee, VP, Americas Global Partner Solutions and Sales, Microsoft said,** "We are pleased to see Birlasoft embrace this new technology and establish a Generative AI Center of Excellence. By using Microsoft Azure OpenAI Service's models and Azure's scalability, our shared customers will be able to unlock new possibilities and drive greater outcomes."

Through this collaboration, Birlasoft will train 500 consultants on generative AI technologies, principles, and best practices. Additionally, they will work together on building over 50 use cases, focusing on value creation across the various verticals and sub-verticals served by Birlasoft. This partnership represents a significant step towards delivering innovative solutions and propelling organizations towards success in an ever-evolving business landscape.

### **Birlasoft Limited**

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CIN: L72200PN1990PLC059594

**About Birlasoft**

**Challenge The Norm**

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion dollar diversified The CK Birla Group, Birlasoft, with its 12,500+ professionals, is committed to continuing its 160-year heritage of building sustainable communities. For further information, visit [www.birlasoft.com](http://www.birlasoft.com)

**Read more:**

- [Birlasoft to drive Cloud-led Digital Transformation for customers in collaboration with Microsoft](#)

**For additional information, please contact:**

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