November 28, 2019

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

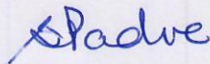**Subject: -**   Press release.

Dear Sir / Madam,

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

Request you to acknowledge receipt of the same.

Thanking you.

Yours faithfully,

For **Birlasoft Limited**
(Formerly KPIT Technologies Limited)

Sneha Padve
Company Secretary & Compliance Officer

Encl.:- As mentioned above.

BIRLASOFT LAUNCHES FIRST *#XCCELERATE4STARTUPS* CONTEST RECOGNIZING THE MOST INNOVATIVE STARTUP

The Grand Finale of the 1st edition was held at Birlasoft' s Sector-135 office in Noida on November 21, 2019

November 28, 2019 | Noida (IN) : Birlasoft [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified, **The CK Birla Group**, last week hosted the **Grand Finale of the 1st edition** of **#Xccelerate4Startups** - an event for fostering the start-up ecosystem and enabling a platform for start-ups to positively impact global businesses with their solutions and ideas. The challenge focuses on discovering and partnering with innovative start-ups and acts as a bridge to help them take their new-age digital skills for delivering an enhanced business value and an elevated experience to Birlasoft's global customers, thereby, providing them global access and reach.

As part of the day-long event, Birlasoft announced **CoRover, a cognitive chatbot company** as the winner of the first edition of its start-up contest - #Xccelerate4Startups. The award is aimed at identifying excellence and setting benchmarks among start-ups working in digital technologies. Applications were invited from start-ups (across India) who have products, solutions or platforms that are geared towards solving customers' problems in new and unique ways using technologies such as AI/ML, IoT, Blockchain, Analytics, Customer Experience, Intelligent Automation, among others. Acknowledged for its innovation quotient, **Minto Softech**, providing a Spectrum-based AI platform for Predictive Maintenance, was conferred upon as the runner-up of the event.

Speaking about the event, **(SK) Shreeranganath Kulkarni**, **Chief Delivery Officer, Birlasoft** said, *"Partnering with the start-up ecosystem is one of the core pillars of our **Birlasoft for Innovation** initiative that focuses on collaborating and co-innovating to build unique and scalable solutions to solve problems of the businesses, clients and the societies. It was heartening to see the kind of solutions and platforms that both young and seasoned entrepreneurs brought to the fore."*

As part of the month-long evaluation process, 40+ start-ups had registered for the contest, out of which 28 were invited for the Preliminary Round, where each was evaluated by distinguished expert panels. Six start-ups were selected to showcase their solutions at a fast-track presentation and discussion session during the Grand Finale. The start-ups were evaluated based on **innovation quotient, business impact, uniqueness, relevance to market, and maturity of their solution / platform / product**.

Murali Raj G R, **CIO, HIL Limited**, who was part of the distinguished panel during the Grand Finale of #Xccelerate4Startups, said, *"It was a wonderful experience to witness and evaluate solutions, which had a high relevance to what the industry is looking for today. Congratulations to the winners, and I thank Birlasoft team for enabling a platform that helps to foster the start-up community in India."*

On expressing his delight, **Ankush Sabharwal**, **Founder & CEO, CoRover** said, *"We are proud to be the winner of #Xccelerate4Startups 1.0. and to have an opportunity to collaborate with Birlasoft to take our solutions to their global customers. #Xccelerate4Startups is a unique initiative considering the multitude of opportunities we received to work with industry experts from Birlasoft and its customer companies.*

This award highlights our team's commitment towards creating excellent experiences for customers and using innovative technologies to solve pertinent business challenges."

All shortlisted start-ups would get an opportunity to collaborate with Birlasoft and its customer base for enterprise digital projects, helping raise each **Enterprise to the Power of Digital™** in the process. Birlasoft will continue its efforts towards pioneering similar innovation programs as part of its ***Birlasoft for Innovation*** initiative.

About Birlasoft

Enterprise to the Power of Digital™

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 10,000 engineers, is committed to continuing our 157-year heritage of building sustainable communities. Visit the link for more details.

For further information please contact:

Suma Nair Head – Corporate Marketing Birlasoft suma.nair@birlasoft.com +91 983 308 4449	**Kritarth Srivastava** Senior Account Executive Genesis bcw Kritarth.srivastava@genesis-bcw.com +91 7289870408

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