

April 22, 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: BSOF**  
**Scrip Code: 532400**

**Symbol: BSOF**  
**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 Limited**

(Formerly KPIT Technologies Limited)

Registered Office: 35 & 36, Rajiv Gandhi Infotech Park, Phase - I, MIDC, Hinjawadi, Pune (MH) 411057, India  
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CIN: L72200PN1990PLC059594

### **Birlasoft recognized as Rising Star USA in the Salesforce Ecosystem by ISG**

**Edison, NJ April 22, 2019** – Birlasoft [BSE: 532400, NSE: BSFT], part of the USD 2 billion diversified **The CK Birla Group** today announced it has been recognized as a Rising Star in the Salesforce Ecosystem Quadrant Report for USA 2019 by **Information Services Group (ISG)**, a leading global technology research and advisory firm.

According to the **ISG Provider Lens™ Salesforce Ecosystem Quadrant Report**, Birlasoft was among the leading providers of professional services in the USA related to the Salesforce Sales Cloud and Service Cloud products.

“With the continuous development of Salesforce products, customer needs for strong implementation vendors is becoming increasingly important,” said Esteban Herrera, partner and global leader of ISG Research. “Using a leading vendor during implementation has become a critical success factor for the productive use of Salesforce.

The ISG report noted that Birlasoft is a Global IT solutions provider with a strong focus on Salesforce for numerous verticals like automotive, industrial manufacturing, healthcare, media and entertainment, insurance and aerospace and defense. The services cover Salesforce customization, implementation, optimization and the migration from other platforms. For a custom of the report from Birlasoft [click here](#).

“This recognition is a wonderful testament to Birlasoft’s track record in delivering business value to our clients using the Salesforce platform. Our Salesforce team has been at the forefront of innovation, best exemplified by our TruSuite™ of solutions. After receiving the Dreamforce Innovation award, this is another feather in our cap,” said Raghu Seetharam, Global Head- CRM & SaaS Technologies for Birlasoft.

The ISG Provider Lens™ Salesforce Ecosystem Quadrant Report examines the capabilities of 23 of U.S. providers of professional services related to the Sales Cloud and Service Cloud products. In addition, the report evaluates 20 independent apps based on the Salesforce platform, as well as 10 apps specific to the manufacturing industry and 10 apps specific to healthcare.

The ISG Provider Lens Quadrant report series draws insights on service provider capabilities from focused surveys, briefings, interviews with providers, input from ISG advisors, ISG benchmarking data, and data drawn from the ISG Contracts Knowledgebase™ and ISG Engagement Database™. The series is a complement to the ISG Provider Lens Archetype reports, which offer a first-of-its-kind evaluation of providers from the perspective of specific buyer types.

#### **About ISG**

ISG (Information Services Group) (Nasdaq: III) a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the



world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit [www.isg-one.com](http://www.isg-one.com).

### **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 150-year heritage of building sustainable communities.

#### **For more information, Press only:**

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