



December 14, 2022

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: 2022.12.14 11:46:58 +05'30'



Sneha Padve
Company Secretary & Compliance Officer

Encl.:- As mentioned above.

Birlasoft Limited

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

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CIN: L72200PN1990PLC059594

Press Release

Birlasoft Recognized as a Rising Star in the ISG's Digital Business Enablement and ESG Services Provider Lens Report U.S. 2022

- **Positioned as a Product Challenger in Business Consulting Services and Customer Experience Services**
- **Recognized as a Market Challenger in Digital Reality Services**

Noida, Pune (India), and Edison (N.J.): December 14, 2022: Birlasoft Ltd [BSE: 532400, NSE: BSOFT], part of the USD 2.8 billion diversified C.K. Birla Group, and a global enterprise digital and I.T. services company, has been recognized as a Rising Star in Supply Chain Transformation in the ISG's Digital Business Enablement and ESG Services Provider Lens Report 2022.

Birlasoft was recognized as a Rising Star for its deep expertise in the supply chain domain and for offering competitive consulting and IT services in transportation management, warehouse management and global trade management. Supply chains across the globe have come under severe duress in the last 2-3 years. To mitigate the impact, Birlasoft has created a range of frameworks and solutions for supply chain and transportation management that helps enterprises optimize processes and gain better business performance. Some of them include OTM Connectors, Cargo On-Track Solution and the Data System International (DSI) Mobility Application Platform.

The ISG Report also positioned Birlasoft as a Product Challenger in the Business Consulting Services and Customer Experience Services. In the Business Consulting Services, Birlasoft was recognized for enabling enterprises build new business models by using the existing capabilities across market opportunities. This highlights Birlasoft's ability to help enterprises transform and optimize their operational environments through research, benchmarking, advisory and consulting, with a focus on business process transformation, program management services and organizational change management.

In the Customer Services Experience, Birlasoft was recognized for its ability to deliver business model innovation, enabling enterprises to build competitive differentiation for the digital economy. It highlights Birlasoft's customer-centric approach including real-time monitoring and measuring of various touchpoints that enhance the customer's digital journey.

The report also identified Birlasoft as Market Challenger in the Digital Reality Services for offering strategy consulting, integration, and delivery services to support enterprises in integrating reality services. Birlasoft was identified for leveraging a comprehensive framework to deploy digital technologies such as IoT, machine learning, AI and advanced analytics to ensure a 360-degree immersive experience, while meeting business requirements and challenges.

Roop Singh, Chief Business Officer, Birlasoft, said, "Digital transformation is now a necessity for enterprises across the globe. They are now focusing on moving from doing digital to being digital. At the same time, the ESG services are now being seen as a differentiator in the digital transformation services offered by providers."

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“We are delighted to be recognized as Rising Star in the ISG Report. We remain focused on delivering maximum value for our clients using digital technologies like IoT, robotics and data analytics to help businesses redesign the next-generation supply chain network,” **added Roop.**

Tarun Vaid, Senior Lead Analyst, ISG Provider Lens™ said, “Birlasoft has strategically enhanced its digital service capabilities by combining its expertise of domain, enterprise and digital technologies and deeply engaging with clients’ needs and objectives. Such efforts help in providing accelerated digital transformation through next-generation experience driven by intelligent connected offerings and platforms.”

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

About ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world’s top 100 enterprises, 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.

For additional information, please contact:

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Disclaimer

Some of the statements in this update that are not historical facts are forward-looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions, and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements.

Birlasoft Limited

These risks include, but are not limited to, the level of market demand for our services, the highly-competitive market for the types of services that we offer, market conditions that could cause our customers to reduce their spending for our services, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

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