March 16, 2021

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

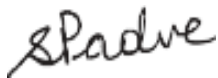**Subject: -**   Press release

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 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

Birlasoft partners with Riversand to offer Cloud-native MDM and PIM

March 16, 2021 | Houston, Texas, Raleigh, North Carolina and Noida, Pune (India): Birlasoft Ltd [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified [The CK Birla Group](#), a global enterprise digital and IT services company announced today its partnership with Riversand, a cloud-native Master Data Management (MDM) and Product Information Management (PIM) solution provider.

For over 30 years, Birlasoft has advised and implemented the most innovative technologies for customers on their digital transformation journeys. Birlasoft will serve as an implementation partner for Riversand's **Master Data Experience (MDxP)** platform. Birlasoft has strong Master Data Management competency across Manufacturing, Life Sciences, Energy and Utilities and the Banking and Financial Services industries.

"Riversand's cloud-native and multi-domain platform is essential for any company considering investing in a scalable infrastructure that can meet the demands of an ever-changing market," said [Baljeet Chhazal](#), **EVP and Global Head of Integrated Enterprise Solutions at Birlasoft**. *"Riversand excels in leveraging data to provide better experiences to customers and that is why we are partnering with this market leader."*

"Today businesses are looking for data-driven digital transformation and this alliance will offer the combined strengths of both partners to customers looking to implement a successful digital transformation strategy" said [Raman Parthasarthy](#), **SVP of Strategy and Business Development at Riversand.**

"Customers will benefit from Birlasoft's experience in implementing Master Data Management solutions to provide great data experiences," said [Jasleen Ahluwalia](#), **VP of Business Development at Riversand**. *"We are delighted to partner with Birlasoft to help deliver smooth and knowledgeable implementations."*

About Riversand

Riversand provides a Master Data Experience Platform (MDxP), enabling customers to leverage their data through intelligent insights, automation, and multi-domain SaaS solutions. Riversand's MDxP platform is the engine that powers customers' digital transformation journeys through improved business agility, faster adoption, and improved collaboration across the enterprise. Driving data to experiences and insights, Riversand has a vision of

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helping companies know their customers better, move products faster, automate processes, mitigate risk, and run their businesses smarter. Visit Riversand for more information and follow us @RiversandMDM on Twitter and Riversand on LinkedIn.

About Birlasoft

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 159-year heritage of building sustainable communities. To learn more, visit the link

For further 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. 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.