

September 12, 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

Tel: +91 20 6652 5000 | Fax +91 20 6652 5001 | contactus@birlasoft.com | www.birlasoft.com

CIN: L72200PN1990PLC059594

PRESS RELEASE

CII Foundation partners with Birlasoft to launch the third phase of Project Shodhan

Post the 3-year association, the CII Foundation-Birlasoft collaboration will have brought about a significant change across 50 villages, covering approximately 43,000 acres of farmable land.

New Delhi, India, September 12, 2019: Birlasoft [BSE: 532400, NSE: BSOF], part of the USD 2.4 billion diversified [The CK Birla Group](#) and the **Confederation of Indian Industry (CII) Foundation** signed an MoU towards the third phase of the *Shodhan*, a crop residue management program. As part of the collaboration, the program aims at improving the quality of air through “Zero Stubble Burning”; a yearlong mass movement to eradicate stubble burning in 13,000 acres of farmland across 20 villages of Punjab and Haryana and curb air pollution caused by it. The project is focused on bringing about behavioral change among farmers and promote the adoption of sustainable and environment-friendly straw management and farm practices.

Crop residue burning is easy and economical to manage the crop residues which makes it a feasible option for farmers. Moreover, lack of awareness and non-availability of suitable technologies, stubble burning has become a common practice among farmers which results in PM 2.5 and other hazardous gaseous pollutants like CO₂, CO, CH₄. Through this project, Birlasoft along with CII Foundation aim to improve the local air quality by reducing burning of straw as well as enhancing the soil and farm ecology by incorporating biomass in the soil. It is also focused to save 10-15% of water and reduce use of chemical inputs such as *weedicide* and *fertilizer*.

Speaking on the potential of the program, [Samit Deb](#), Chief People Officer, Birlasoft said, “At Birlasoft, we believe that there is more to being part of the community than just running a business. Knowing the harmful effects of stubble burning and how it hampers our environment, we have furthered this initiative with CII Foundation to help solve the situation of crop burning. Stepping into the third phase of the program, we hope to counter the improper management of crop residue and at the same time educate and benefit the farmers our country.”

Commenting on this, [Seema Arora](#), CEO – CII Foundation and Associate Director General, CII said; “CII is working towards developing a multi-stakeholder partnership led by industry to galvanize action to combat “air pollution” nationally. Our work in Punjab to mitigate stubble burning has been a success story so far in this endeavor. We are happy to partner with Birlasoft, which has played a prominent role in this whole effort. Many other industry members are joining hands, and we look forward to scale-up this collaborative initiative in next few years.”

After the success of the first two phases of *Shodhan*, the third phase will be implemented in two stubble burning hotspot districts of Punjab and Haryana. The two districts, Patiala and Fatehabad run across 13,000 acres of farmable land and 20 villages; and have had several stubble burning cases in the region. Through this program, the companies will not just bring about behavioral change among farmers but also support them with the recommended farm machineries and tools. This will also include handholding the farmers in the entire cropping cycles for next two years. At the end of Phase 3, **Project Shodhan** will have positively impacted 50 villages covering approximately 43,000 acres of farmable land.

About Project Shodhan

Project Shodhan was launched in July 2017 with the aim to reduce air pollution generated from crop residue burning in the villages of Punjab, Haryana, UP and Rajasthan, bring awareness about the ill-effects of stubble burning and provide sustainable straw management solution to the farmers. The unique project provides end-to-end solution in straw management to the farmers and covers the major three thematic areas of environment sustainability, conservation of air and soil, and rural development. In Phase 1 of Shodhan, Birlasoft created awareness about the harmful effects of stubble burning and the alternatives available and Phase 2 saw 10-fold the impact created in Phase- 1. For this community initiative, Birlasoft won 'SABERA', Social and Business Enterprise Responsible Award in the potential impact and innovation category.

About Confederation of Indian Industry Foundation (CIIF)

The CII Foundation was set up by CII in 2011 to undertake a wide range of developmental and charitable activities and initiatives pan India by enabling Industry for infusing inclusive development. CII Foundation works towards inclusive development by providing a meaningful bridge between marginalized communities and donors, specially corporates by providing strategic guidance on CSR and developing and managing high impact programmes. To know more, click [here](#)

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.

For more information, visit: www.birlasoft.com/about-us

For further information please contact:

Suma Nair Head – Corporate Marketing Birlasoft Limited Mobile: +91-9833084449 Email- suma.nair@birlasoft.com	Rudra Bose Director, Enterprise Technology Genesis BCW Mobile- +91 9811626585 Email- rudra.bose@genesis-bcw.com
--	--

birlasoft

Birlasoft Limited

(Formerly KPIT Technologies Limited)

Registered and Corporate Office:

35 & 36, Rajiv Gandhi Infotech Park, Phase - I, MIDC, Hinjawadi, Pune (MH) 411057, India
Tel: +91 20 6652 5000 | Fax: +91 20 6652 5001 | contactus@birlasoft.com | www.birlasoft.com
CIN: L72200PN1990PLC059594