

April 13, 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:** 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.

Kindly take the same on your record.

Thanking you.

Yours faithfully,

For **Birlasoft Limited**

*S Padve*



Sneha Padve  
**Company Secretary & Compliance Officer**

**Encl.:-** As mentioned above.

**Birlasoft Limited**

## **Birlasoft launches Pega® Center of Excellence to help customers drive CX and automation programs with AI-led technologies**

*The Center of Excellence (COE) will focus on building capabilities and industry-focused IPs to help clients in the areas of Customer Engagement, CRM, BPM, and Intelligent Automation*

**Pune, Noida (India) and Edison, NJ | April 13, 2021: Birlasoft Ltd.**, [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified, [The CK Birla Group](#), today announced that it has **launched a Pega Center of Excellence (COE)** on the onset of the **Global Premier Consulting** partnership with [Pegasystems Inc.](#) In these extraordinary times where customer experience is seeing an accelerated shift towards digital-first approach, and automation has become imperative to achieve competitive advantage, this COE will enable Birlasoft to help its clients accelerate their business transformation programs.

Pegasystems delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, **Pega®** helps the world's leading brands solve problems fast and transform for tomorrow.

Birlasoft will deliver leading offerings to clients with a portfolio of Pega AI-powered Customer Engagement and CRM technologies, Intelligent Automation, and Low-code platforms at the forefront. These areas are well aligned with Birlasoft's '*Digital in Everything*' strategy where Experience, Connected Assets and Operations, Cloud, and Intelligence are the four core tenets.

Birlasoft's builds industry-focused solutions, which help reduce time-to-market for its clients and enable them to meet their business goals. This COE will focus on developing capabilities and innovative, niche-industry solutions to enable its enterprise clients to address their transformation challenges and drive value and success at scale.

Excited about the launch, [Ajit Singh Chawla](#), Global Head, Digital Business Unit, Birlasoft said, "*Birlasoft partners with clients to drive their digital strategy with customer experience, automation, analytics and cloud as the arrowheads. Pega alliance accelerates the digital strategy realization for clients, delivering customer-centricity, enabling immersive experiences, and orchestrating smarter processes.*"

*"By creating a Center of Excellence, Birlasoft will empower their clients to get the most out of Pega technology, across the entire organization,"* said [Ken Nicolson](#), Vice President, Global

### **Birlasoft Limited**

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CIN: L72200PN1990PLC059594

Partner Ecosystem, Delivery Excellence, Pegasystems. “Each COE is unique, but all share a belief in the importance of collaboration and the transformative power of technology.”

Through this COE, Birlasoft will also provide a broad range of professional services on Pega solutions, including strategy, implementation, and support to its global customers.

## 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 159-year heritage of building sustainable communities.

For more 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.*

#### Birlasoft Limited