

July 1, 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](mailto:contactus@birlasoft.com) | [www.birlasoft.com](http://www.birlasoft.com)

CIN: L72200PN1990PLC059594

## Birlasoft featured in **Execution Zone** for 7 major industry verticals in **Zinnov's Global Rankings for Communications, Media & Technology 2019**

### PRESS RELEASE

Santa Clara, USA | Pune, India, July 1, 2019: Birlasoft [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified [The CK Birla Group](#), announced that it has been prominently featured in 7 major industry verticals, in Zinnov Zones 2019 Media and Technology Report - Global Rankings for Communications, Media & Technology 2019.

Through this research, Birlasoft was mentioned in the '**Execution Zone**' for 7 major industry verticals namely - **Broadcasting, Entertainment, Gaming, Information Services, Marketing and Advertising, Publishing, and Media in Telecom.**

During this exercise, Zinnov evaluated 16 service providers to media and entertainment industry, from across the globe. The report also mentions Birlasoft as a 'Niche & Emerging' player in two significant technology areas, mainly, Content Discovery & Personalization and Content Monetization & Analytics.

Upon receiving this recognition, [Gopi Padiyath](#), **Senior Vice President and Global Leader, Discrete Manufacturing, Hi-Tech and Media (DHM) Business Unit, Birlasoft**, said "Our products and solutions come with a proven stability that can match the vibrancy, dynamism and effervescence of media and entertainment industry. While delivering multiple, seamless offerings for viewers, advertisers, and partners, our solutions help to reduce time-to-market, boost productivity and minimize costs – all at once. We are proud to have received this recognition as it stands testimony to our capabilities and affirms our strong track record of being attentive to industry requirements."

Birlasoft has a strong presence in the Media and Entertainment Industry with marquee clients. Its innovative and adaptive solutions such as [TruView CLM](#) and [TruMusic](#), help businesses to deal with complexities in contractual cycles and content management with ease. Birlasoft's trustworthy products and capabilities answer the dynamic needs of the media and entertainment industry by providing solutions that digitally transform our customer's business. To read more, visit the link [here](#)

#### **About Zinnov Zones:**

Zinnov Zones for Media & Technology is an annual rating from Zinnov for Global Technology Service Providers to assess their prowess in their M&T capabilities. Read more in the [link](#).

#### **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.

To learn more, visit: <https://www.birlasoft.com/>

For further information, please contact:

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# birlasoft

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