

December 9, 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: 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.

Request you to acknowledge receipt of the same.

Thanking you.

Yours faithfully,

For **Birlasoft Limited**  
(Formerly *KPIT Technologies Limited*)



Vikas Jadhav  
Head - Investor Relations



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

## **Birlasoft honored with the ACE Alliance Award for successful partnership with SAP®**

*The award was received at the SAP-Birlasoft partnership celebration event in Pune, India.*

**December 9, 2019 | Pune (IN) : Birlasoft [BSE: 532400, NSE: BSFT],** part of the USD 2.4 billion diversified, **The CK Birla Group**, today announced that it has been honored with the **ACE Alliance Award 2019** by SAP® for customer excellence and delivery in **SAP Product Support**. This honors business excellence achieved through partnership for enabling SAP Product Support. Birlasoft received this award at the SAP-Birlasoft partnership celebration event held at the Birlasoft office in Pune, India, in November 2019.

SAP also felicitated Birlasoft as the best-running center of SAP. The recognition was done based on evaluation of Key Performance Indicators (KPIs), including consistent high-quality delivery, engagement in next-generation support initiatives, and support beyond regular delivery. Birlasoft's partnership with **BusinessObjects** for product support has its roots from 2005, even before SAP acquired BusinessObjects. Birlasoft-SAP Product Support team has excelled in delivery and support for more than 6,000 customers of SAP; in the Americas, Europe, Middle East, and Non-SAARC countries in 2018 alone. As a testimony of the trust towards Birlasoft; in July 2019, SAP renewed its product support agreement for the next three years.



*Mohammed M. Ajouz (center) presents the ACE Alliance Award to the Birlasoft team*

“We are immensely proud to receive one of the most distinguished awards in recognition of our contribution towards improving business processes through SAP solutions. This prestigious award recognizes Birlasoft’s continued investment in building resilient and scalable capabilities that can effectively support SAP Products, through its expansion and growth cycles.” said **Vijay Mishra, Senior Vice President and Global Head, SAP Business, Birlasoft.**

“I am pleased and honored to recognize and congratulate Birlasoft as the recipient of the ACE Alliance Award 2019 for SAP Product Support. We look forward to closely work with Birlasoft to realize even greater success in the years to come.” said **Mohammed M. Ajouz, Senior Vice President and Global Head of Product Support, SAP.**

With the contract renewed in July 2019, Birlasoft is committed to providing unparalleled and reliable services to SAP customers. Birlasoft continues to strengthen its relationships with SAP’s key customers to minimize business disruption by reducing incident volume, incident resolution time, and automate resolution processes, leveraging innovative digital technologies. This will help SAP’s customers to not only increase usage of SAP products, but also enable them to focus more on their core businesses. Customer feedback received will help SAP to speed up product innovation initiatives.

## **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. Visit the [link](#) for more details.

Birlasoft shares deep expertise across the **SAP** landscape – digital, cloud, **SAP HANA**, **SAP S/4HANA**, **SAP SuccessFactors** – workforce management, and digital supply chain solutions.

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**For further information please contact:**

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# birlasoft

**Birlasoft Limited**

*(Formerly KPIT Technologies Limited)*

**Registered and Corporate Office:**

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