



June 29, 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

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CIN: L72200PN1990PLC059594

Birlasoft Honored at the Mint - TechCircle Business Transformation Symposium Awards 2021

The company was awarded for its transformational business solution at a virtual ceremony held recently

Noida, Pune (India) | June 29, 2021: Birlasoft Ltd. [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified [CK Birla Group](#) and a global enterprise digital and IT services company, has announced that **Value IN Customer's Interest (VINCI)** – one of its transformational business solutions has won the **Business Transformation Award** organized by the **Mint and TechCircle**, under the category of 'Revenue Generation for Customer Experience.' The award was presented to Birlasoft's key representatives of the **Global Business Excellence Team** by [Jaideep Mehta](#) – CEO, Mosaic Digital & Head - Mint and [Shalil Gupta](#) - CBO, Mosaic Digital.

The assessment committee evaluated Birlasoft's transformational business solution - **VINCI**, among 400+ entries from national and global enterprises, based on five key pillars of business transformation.

VINCI is a progressive journey that identifies value-adds proactively in the business process to improve efficiency and effectiveness. This has established the Birlasoft brand as a reliable partner for customers, helping them grow their business exponentially. **VINCI** is a platform that provides value-adds under different categories: Digitize – new technology, User Experience, Productivity Improvement, Automation, to name a few.

The **Global Business Excellence Program** at Birlasoft is committed to ensuring delivery excellence through continuous improvement, focus on project performance goals, innovative processes, and quality deliverables, driving market-leading performance that has been endorsed and appreciated by our customers.

On winning the award, [Shreeranganath Kulkarni \(SK\)](#), **Chief Delivery Officer, Birlasoft**, said, "We are delighted to be recognized for our transformational business solution - **VINCI**, which demonstrates our domain and technical expertise towards understanding the pulse of our customers. This award is a testament to our commitment and investments towards developing customer-centric solutions. I would like to extend my gratitude to the jury members for acknowledging the value that Birlasoft provides to its customers."

Birlasoft Limited

About Mint - TechCircle Business Transformation Awards 2021

The **Business Transformation Awards** acknowledge business and technology leaders who have improved organizational processes and taken it new heights. They're trailblazers who are set to be class-apart in achieving milestones and kept the organization afloat, especially during an ongoing pandemic. Their will, determination, and zeal to grow together is what makes them truly worthy of the award. Read [more](#).

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 [CK Birla Group](#), Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.

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.

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