

September 7, 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

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

Birlasoft Announces a Global, Strategic Partnership with Freshworks Inc.

The partnership will help global enterprises nurture and supplement their digital transformation programs, by delivering enhanced customer experience management services

Pune, Noida (India) and Edison, NJ (USA) | September 7, 2021: Birlasoft Ltd [BSE: 532400, NSE: BSOFT], part of the USD 2.4 billion diversified [CK Birla Group](#); a global enterprise digital and IT Services, and [Freshworks Inc.](#), a leading software company empowering businesses to delight their customers and employees announce their global, strategic partnership aimed at helping enterprises provide enhanced customer experience management services to customers through new-age digital transformation solutions.

Birlasoft will partner with Freshworks to provide businesses with products to delight their customers and employees. Freshworks takes a fresh approach to building and delivering software for customer relationship and IT service management that is affordable, quick to implement, and designed for the end-user. Birlasoft is committed to bringing digital-first solutions to our clients to expand business capabilities and improve the end-user experience by integrating the best-of-breed solutions from partners like Freshworks into our offerings.

For over 30 years, Birlasoft has been at the forefront of delivering enterprise digital and cutting-edge IT services for global enterprises. Over the past decade, the organization has made a name for itself in developing industry-focused solutions which help reduce time-to-market for its clients and enable them to meet their business goals. Our ‘*Digital in Everything*’ strategy, coupled with the near-constant focus on innovation, and our Challenger Spirit have helped Birlasoft become a potent force for enterprises on the lookout for transformation partners to help raise their *Enterprise to the Power of Digital™*.

[Ashutosh Mankar](#), Vice President, Infrastructure and Cloud Technology Services, Birlasoft, said, “The past few years have seen enterprises put a premium on their digital transformation plans, considering the speed of digital adoption within the business ecosystem and the ROI it can deliver for enterprises. Our strategic partnership with **Freshworks Inc.** will act as a safe springboard for customers who are keen to reimagine customer experiences, strengthen relationship management, and reap benefits from agile digital transformation programs.”

“We take a fresh approach to building software that helps businesses of all sizes easily delight their customers and employees. Birlasoft’s expertise in creating world-class digital transformation solutions makes them a natural partner for our modern customer relationship and IT service management software.” said **[Hervé Danzelaud](#), Vice President of Global Channels and Alliances, Freshworks.**

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This partnership will focus on developing capabilities and innovative, niche-industry solutions to help enterprise clients address their transformation challenges and drive value and success at scale.

About Freshworks

Freshworks makes it fast and easy for businesses to delight their customers and employees. We do this by taking a fresh approach to building and delivering software that is affordable, quick to implement, and designed for the end user. Headquartered in San Mateo, California, Freshworks has a dedicated team operating from 13 global locations to serve 50,000+ customers including Bridgestone, Chargebee, DeliveryHero, ITV, Klarna, Multichoice, OfficeMax, TaylorMade and Vice Media. For more information, visit www.freshworks.com.

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](http://www.ckbirlagroup.com), Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities. For more information, visit <https://www.birlasoft.com/>.

For additional information please contact:

<p>Suma Nair AVP and Global Head - Corporate Marketing, Birlasoft suma.nair@birlasoft.com +91 983 308 4449</p>	<p>Arnab Bhattacharya Account Director, Genesis BCW arnab.bhattacharya@genesis-bcw.com +91 7838311985</p>	<p>Freshworks PR pr@freshworks.com</p>
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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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