

December 28, 2022

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.



Press Release

Birlasoft Enables Best Value Chem Pvt. Ltd. to Drive Scalability through Successful Implementation of RISE with SAP

Noida, Pune (India), and Edison (NJ): December 28, 2022: Birlasoft Ltd [BSE: 532400, NSE: BSOFT], part of the USD 2.8 billion diversified CK Birla Group, and a global enterprise digital and IT services company, has strengthened its relationship with Best Value Chem Private Limited, a leading manufacturer of fragrance and flavour ingredients in India, by leveraging RISE with SAP to transform its digital landscape on the cloud.

Prior to the implementation, Best Value Chem Private Limited faced system control and audit issues forcing them to use multiple applications to handle different functions resulting in data integrity and control issues. They also faced challenges in extracting the right data for cost and margins. The timely availability of MIS reports was another hurdle. In addition, there were difficulties in inventory controls due to the non-availability of material movement, issues in tracking with batch/lot numbers, and proper inventory aging information.

With the implementation of RISE with SAP, Birlasoft streamlined and modernized the operations of Best Value Chem Private Limited to drive innovation across its business functions, including Finance, Procurement, Production Planning, Sales and Quality Management. The entire migration was completed within five months.

This helped Best Value Chem Private Limited to embrace scalability, agility, flexibility and productivity in their daily operations and business performance. It also helped create a platform for the intelligent business process by using AI /ML technologies and building robust reporting mechanisms.

Shreeranganath Kulkarni (SK), Chief Delivery Officer, Birlasoft, said, “The ever-changing IT landscape has encouraged enterprises to expedite their digital transformation journeys. Our industry-focused EDGE solutions and proven capabilities ensured the successful implementation of RISE with SAP for Best Value Chem Private Limited, leading them to be more resilient, sustainable, and competitive. We are a proud partner in Best Value Chem’s digital transformation journey.”

“BVC has achieved a major milestone with the implementation of RISE With SAP. With this, we are glad to commence our digital transformation journey. Having a legacy of 25 years, BVC needed a robust, innovative, and resilient solution to give us an edge in the coming years. We chose Birlasoft as our partner for this digital transformation owing to its strong market presence and established competitive position. This will help us drive transparency, efficiency, accountability, and business stability,” **said Shaju CO, CEO, Best Value Chem Private Limited.**

“Cloud technology is now mission-critical for businesses of all sizes and industries. And it is our partners like Birlasoft who are accelerating this growth trajectory for customers such as Best Value Chem. We’re extremely excited to become an integral part of this journey, that they’ve chosen towards excellence through SAP for digital transformation,” **said Rajeev Singh, Vice President & Head - Midmarket, SAP Indian Subcontinent.**



Cloud adoption and acceleration are an integral part of Birlasoft’s Digitalization Strategy and RISE with SAP provides customers with better operational efficiencies, including seamless multi-cloud connectivity.

Birlasoft helps enterprises increase their speed-to-market, grow their revenue and reduce the total cost of operations. It also helps benchmark business performance with best-in-class KPIs, templated industry solutions aligned with RISE with SAP for focused industry verticals and a Proprietary Intelligent Automation Platform tailored to outcome-based support and services. In addition, it helps focus on program execution following the Define, Measure, Analyze, Improve, and Control approach to stay lean and ensure fast and agile implementations.

About Birlasoft Challenge The Norm

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 12,500+ professionals, is committed to continuing its 160-year heritage of building sustainable communities. For further information, visit www.birlasoft.com

About SAP

SAP’s strategy is to help every business run as an intelligent, sustainable enterprise. As a market leader in enterprise application software, we help companies of all sizes and in all industries run at their best: SAP customers generate 87% of total global commerce. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers’ businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people’s lives. For more information, visit www.sap.com.

For additional information, please contact:

Birlasoft Mansha Urrahman Waris mansha.waris@birlasoft.com +91 7303014238	SAP Deepika Gumaste deepika.gumaste@sap.com +91 9769933345	Genesis BCW Swati Verma swati.verma@genesis-bcw.com +91 999 969 0904
---	---	---

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.