

24th November, 2016

Mr. Rakesh Parekh
BSE Ltd.,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001

Dear Sir,

Sub: Press Release


We enclose a Press Release titled "Accelya's REVERA SPG recognized for taking customer collaboration to the next level at ITSMA 2016 Marketing Excellence Award".

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Accelya Kale Solutions Limited



Ninad Umranikar
Company Secretary

Encl: As above

Accelya's REVERA SPG recognized for taking customer collaboration to the next level at ITSMA 2016 Marketing Excellence Award

Barcelona, Mumbai, 24th November, 2016: Accelya, the leading provider of financial and commercial solutions to the Airline industry, has received top honors at ITSMA 2016 Marketing Excellence Awards for its REVERA[®] Strategic Product Group program. ITSMA (Information Technology Services Marketing Association) announced the awards during its 23rd Annual Conference in Cambridge, Massachusetts.

REVERA Strategic Product Group (SPG) is a board comprising of democratically elected customer representatives and product specialists from Accelya. The board has dedicated budget and a say in the REVERA product roadmap. Every customer can submit unlimited enhancement requests which the board reviews and democratically decides on the most beneficial features to be developed in REVERA. The board is chaired by a customer representative and its charter is to ensure that REVERA meets all customer requirements and becomes the preferred solution in the industry.

Speaking about REVERA SPG, **Mr. David C. Munn, President & CEO, ITSMA** said, "I was impressed with Accelya's executive commitment to customer-led product innovation, which helps ensure ongoing and future value, and ultimately customer success."

Speaking on the occasion, **Mr. Mitul Mehta, SVP - Marketing, Accelya Group** said, "Accelya is a highly customer focused company and REVERA SPG is an initiative in this direction. We thank all our past and present SPG board members for their commitment towards this initiative. We are extremely proud that REVERA SPG program is considered as a marketing excellence by ITSMA."

For more information on awards and accolades, go to <http://w3.accelya.com/about-us/awards-recognition/>



About REVERA

REVERA® takes revenue accounting to the next level. From more accurate and faster revenue declarations to strategic analytics and actionable insights, REVERA completely transforms revenue accounting across passenger, cargo, airmail and ancillary processes. With its easy to use interface, REVERA works smoothly on all touch friendly devices.

About ITSMA Marketing Excellence Award

ITSMA Marketing Excellence Awards recognizes marketing innovation and its impact across global B2B services and solutions. The jury consisted of an international group of marketing experts and selected the winners based on excellence in innovation, program execution and business results.

About ITSMA

For more than 20 years, ITSMA has led the way in defining, building, and inspiring B2B marketing excellence. With a dedicated focus on services and solutions for the connected economy, ITSMA provides its member community with insight, advice and hands-on help to strengthen reputation, increase revenue and deepen customer relationships. Learn more at www.itsma.com

About Accelya Group

Accelya is a leading provider of financial, commercial and analytics solutions to the Airline and Travel industry.

Accelya helps airlines integrate and simplify their financial processes; to better manage costs, risks, revenue leakages, cash flows, profitability and overall business performance. Accelya partners with airlines right from the time a ticket or an air waybill is issued, all the way through its entire financial lifecycle and until the data is converted to actionable intelligence.



Accelya's commercial solutions help airlines steer sales and strengthen their business relationship with travel agents. It provides insights on airline sales performance, agent performance, route performance and instantly identifies potential for growth. It also helps airlines manage agent incentive program for higher agent satisfaction.

Backed by solid data, Accelya's analytics and consulting services enable airlines to take informed decisions by forecasting market trends, identifying revenue opportunities and optimising costs.

With over 200 airline customers, our operations are spread across 9 countries and Accelya employs over 2000 professionals worldwide.

Accelya has been voted as 'Reader's Choice Company 2015' and 'IT Company of the Year 2014' at Air Transport News Awards and 'Information Technology for the Air Cargo Industry' at ACW World Air Cargo Awards 2014.

For more details visit www.accelya.com Visit us at: www.accelya.com

For more details, please contact:

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For ACCELYA KALE SOLUTIONS LIMITED



Company Secretary