

16<sup>th</sup> March, 2017

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 wins the Acquisition International 2017 Award for Revenue Accounting".

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Accelya Kale Solutions Limited



Ninad Umranikar  
Company Secretary

Encl: As above

PRESS RELEASE

## Accelya wins the Acquisition International 2017 Award for Revenue Accounting

**Mumbai, Barcelona, 16<sup>th</sup> March, 2017:** Accelya, the leading provider of financial and commercial solutions to the Airline and Travel industry, has received the award for 'Best Airline Revenue Accounting Specialists' category at 2017 Accounting, Audit & Tax Awards by Acquisition International (AI) Magazine.

AI 2017 Accounting, Audit & Tax awards are all about identifying and honouring the most respected companies and their C-level executives, while recognising and rewarding outstanding performance, success, innovation and ethics across international business communities. Each nomination goes through a thorough research and shortlist process in the form of a case study which is assessed by the judging panel and then adjudged as the winner.

Accelya's REVERA® Revenue Accounting platform processes over 1 Billion revenue accounting transactions across passenger, cargo and airmail. It is available as a hosted platform and also as Managed Process Service (MPS). Leading airlines including Air India, Turkish Airlines, Etihad Airways, Thai Airways, LATAM Airlines and Japan Airlines are the customers to name a few.

Speaking on this occasion, **Ms. Laura Hunter, Awards Coordinator, AI Global Media** said, "Accelya has impressed the judges with its commitment towards revenue accounting and not just as an offering to clients. I congratulate them for winning this award and wish them all the best for the future."

Speaking on the recognition, **Mr. Mitul Mehta, SVP - Marketing, Accelya** said, "Accelya is a leader in revenue accounting solution and this award reconfirms our position in the industry. We are happy to receive this recognition."

This also resonates with the recent award won by REVERA for its Strategic Product Group (SPG) program at ITSMA 2016 Marketing Excellence Awards. SPG program was recognized for taking customer collaboration to the next level.

### About Acquisition International Magazine

Acquisition International (AI) is a monthly magazine brought to you by AI Global Media Ltd, a digital publishing house. AI works alongside leading industry analysts to ensure the publications have the most up-to-date figures and analysis.

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## PRESS RELEASE

With over 108,000 subscribed readers in circulation, Ai magazine seeks to inform, entertain, influence, and shape the global corporate conversation through a combination of high quality editorial, rigorous research and an experienced and dedicated worldwide network of advisors, experts and contributors.

### About Accelya

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 is 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, please contact:

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Accelya Group

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For ACCELYA KALE SOLUTIONS LIMITED

  
Company Secretary