

June 20, 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**

S Padve



Sneha Padve
Company Secretary & Compliance Officer

Encl.:- As mentioned above.

Press Release

Birlasoft Partners with Google Cloud to Enable Enterprises Accelerate their Digital Transformation Journey

Noida, Pune (India), and Edison (NJ): June 20, 2022: Birlasoft Ltd [BSE: 532400, NSE: BSOF], part of the USD 2.8 billion diversified CK Birla Group, and a global enterprise digital and IT services company, has entered in a global partnership with Google Cloud to enable enterprises accelerate their digital transformation journey.

Birlasoft has been focusing on driving the benefits of cloud transformation to its customers through enhanced business integration and expanded business value chain. Birlasoft has been closely working with its customers on their digital transformation journeys across its chosen industry verticals - Manufacturing, Life Sciences, BFSI, and Energy and Utilities.

Leveraging Birlasoft's expertise on Google Cloud's technology offerings will enable customers across various verticals to meet their cloud priorities with speed.

Birlasoft and Google Cloud have partnered to accelerate cloud-enabled digital transformation strategy for Bestseller India, a part of Denmark based family-owned fashion company BESTSELLER. Birlasoft brings end-to-end cloud adoption capabilities complemented by Google Cloud's engineering capabilities and domain expertise. The partnership will help Bestseller India achieve business continuity, create channel-less digital experience and journey for their customers, enhance data analytics capabilities for better marketing, forecasting, and insights, and develop smart customer support.

Ranjan Sharma, CIO and Head of Supply Chain an Ecommerce, Bestseller India, said, "At Bestseller, we aim to bring fashion-forward and transform the fashion industry. Digital transformation through cloud-tech is critical for the retail sector in this new normal. With Google Cloud and Birlasoft as our Cloud partner and System Integrator, respectively, we are moving in the right direction in this journey. Birlasoft's elevated partnership with Google Cloud augurs well for us, and we extend our best wishes to the teams."

Roop Singh, Chief Business Officer at Birlasoft, said, "We are extremely delighted to announce this partnership with Google Cloud, and strongly believe that this engagement will be a potent force globally. Our endeavor is to raise enterprises to the power of digital and cloud adoption is a crucial step in that transformation journey. This partnership, combined with our deep-rooted industry expertise and proven credentials in developing proprietary cloud solutions and implementation approaches, will help us deliver innovative cloud solutions to our customers to expedite their digital transformation journeys."

Karan Bajwa, Vice President, Asia Pacific, Google Cloud, said, "The partnership with Birlasoft holds great potential and complements our GTM plans across India. With Birlasoft's cloud transformation solutions and legacy of providing business transformation services, we hope to drive re-imagined customer experiences that will benefit businesses of all sizes."

As part of this partnership with Google Cloud, Birlasoft will also set up a Google Cloud Center of Excellence (CoE) with 200+ Google Cloud Platform (GCP) specialists. The CoE will focus on building

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

services and solutions in the areas of applications and data platforms migration and modernization, data and AI and advanced analytics, specialty workloads like ERP on Google Cloud, and hybrid cloud strategies.

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 12,200+ professionals, is committed to continuing its 160-year heritage of building sustainable communities. For further information, visit www.Birlasoft.com.

For additional information, please contact:

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| <p>Birlasoft Mansha Urrahman Waris mansha.waris@birlasoft.com +91 7303014238</p> | <p>Genesis BCW Arnab Bhattacharya arnab.bhattacharya@genesis-bcw.com +91 7838311985</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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