

February 5, 2024

**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**  
Membership No.: ACS 9678

**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](mailto:contactus@birlasoft.com) | [www.birlasoft.com](http://www.birlasoft.com)

CIN: L72200PN1990PLC059594

## Birlasoft Launches its Generative AI Platform Cogito

**Noida, Pune (India), and Edison (N.J.), February 5, 2024: Birlasoft Ltd [BSE: 532400, NSE: BSOFT]** introduces a comprehensive Generative AI platform **Cogito**. Birlasoft is part of the \$2.9 bn CK Birla Group, which has over 35,000 employees and 49 manufacturing facilities globally.

Birlasoft Cogito has been strategically crafted to empower enterprises to revolutionize their businesses through Generative AI capabilities. This launch underscores the company's commitment to delivering cutting-edge enterprise solutions, to automate processes, generate innovative content, enhance decision-making, and boost overall business performance.

**Selvakumaran Mannappan, Chief Operating Officer, Birlasoft**, said, *"We are excited to introduce Birlasoft Cogito, our state-of-the-art Generative AI platform, designed to propel businesses into a new era of innovation and optimization. Birlasoft Cogito embodies our commitment to providing transformative solutions, leveraging decades of domain expertise and advanced technologies. With accelerators tailored for every stage of the enterprise GenAI journey, from exploration to implementation and scale, Birlasoft Cogito will enable businesses towards rapid innovation, improved productivity, and uncovering new opportunities. This marks a significant milestone in our continuous mission to deliver innovative Generative AI solutions supporting enterprises on their path to success and competitiveness."*

### Key Capabilities of Birlasoft Cogito:

**Enterprise Transformation:** Birlasoft Cogito seamlessly enables holistic business transformation through the integration of innovative solutions, processes, and ideas. Organizations can devise roadmaps for operational improvement, adapt to market dynamics, and explore new growth avenues.

**Business Optimization:** Harnessing the power of AI algorithms, machine learning, and deep learning, Birlasoft Cogito elevates businesses in areas like supply chain management, customer behavior prediction, and product design improvement. The platform empowers data-driven decision-making and continuous improvement.

Birlasoft Cogito streamlines and expedites the development and implementation of GenAI solutions for enterprises through pre-built tools, libraries, and frameworks. It offers robust support through comprehensive trainings, educational materials, tutorials, and documentation. Additionally, ongoing technical support and regular updates keep enterprises aligned with the latest developments and best practices in the Generative AI domain.

### About Birlasoft

Birlasoft, a global leader at the forefront of Cloud, AI, and Digital technologies, seamlessly blends domain expertise with enterprise solutions. The company's consultative and design-thinking approach empowers societies worldwide, enhancing the efficiency and productivity of businesses. Under the visionary leadership of Chairman Mrs. Amita Birla, Birlasoft, comprising over 12,000 professionals, is committed to driving digital transformation. With superior experience in chosen

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verticals, the company delivers cutting-edge technology solutions, shaping sustainable communities. Explore the innovation at [www.birlasoft.com](http://www.birlasoft.com).

### About The CK Birla Group

The CK Birla Group, with a revenue of USD 2.9 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 49 manufacturing facilities across India and internationally, with a presence in diverse sectors, including technology, automotive, home and building and healthcare.

The companies share a common ambition of serving customers, partners and communities to create long term value through trustbased relationships and philanthropy. The Trusts and Foundations established by the family over the last seven decades actively support social development and healthcare advancements, through the promotion of science, technology, education, art and culture.

The CK Birla Group companies include Birlasoft Limited, GMMCO Limited, HIL Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), Orient Cement Limited, Orient Electric Limited, Orient Paper & Industries Limited, AVTEC Limited, and CK Birla Healthcare Private Limited which operates CK Birla Hospitals and Birla Fertility & IVF Centres.

### Media contacts:

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