



SONATA SOFTWARE LIMITED



CMMIDEV/5SM
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April 29, 2015

The Listing Manager
Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.

Dear Sir/Madam,

Sub : Press Release

Please find enclosed copy of the press release which is being released today announcing that the Company will be exhibiting and speaking at the Arabian Travel Market, being held in Dubai from May 4th to 7th this year.

Kindly take the same on record.

Thanking you,

Very truly yours

For **SONATA SOFTWARE LIMITED**

PRIYA MANOJ JASWANI
COMPANY SECRETARY

CC to : The National Stock Exchange Ltd – Mumbai



Press Release

Sonata Software to Speak at Arabian Travel Market

Bengaluru, April 29th, 2015: Sonata Software, a global IT software services and technology solutions company, announced today that it will be exhibiting and speaking at the Arabian Travel Market, being held in Dubai from May 4th to 7th this year.

The Arabian Travel Market is an annual event which provides a platform for travel professionals to do face to face business. The event has been in place since 1995 and has won World Travel Awards consecutively from 2009 to 2012.

At the event, Sonata will be featuring its award-winning travel technology solutions, including Rezopia, its cloud-based travel platform that has helped large travel companies with their reservations, contracts, operations and distribution management. Sonata's other travel technology services that will be showcased at the event include its travel solutions on omni-channel commerce, mobility and analytics. Mobility is increasingly driving strategic business process changes and Sonata will showcase how companies can drive their customer engagement process successfully through a "Mobility Strategy". The session will be held at the Visa Exhibitor Showcase Theatre.

"Mobile and social have embedded themselves into the purchase decision paths of consumers; right from identifying a need to finding options, comparing options and purchasing to directly sharing experiences and feedback about services on social channels. Mobile and social have empowered consumers in new ways and businesses have been forced to adapt with these new engagement rules," said **Konrad Empacher, Business Development Director for Sonata Europe.**

The Arabian Travel Market is one of the leading travel events in the Middle East region. The ATM 2015 will provide valuable insights into the structure and trends of this market, helping travel businesses plan ahead with greater foresight to make informed IT investments. Sonata is proud to present its travel solution to the audience and would like to meet travel providers at its stand - TT7275.

About Sonata Software

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



For further information, please contact:

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