

SONATA SOFTWARE LIMITED



CMMIDEV/5
Exp. 2017-04-16 / Appraisal #21067

April 30, 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 industry specific hybris Commerce solutions at **SAP's 'Sapphire Now' event** being held in Orlando, Florida from May 5th to 8th this year.

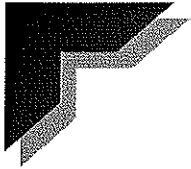
Kindly take the same on record.

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 exhibit industry specific hybris Commerce solutions at SAP's 'Sapphire Now' event

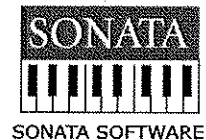
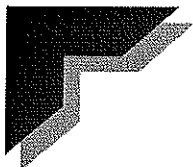
Bengaluru, April 30th, 2015: Sonata Software, a global IT software services and technology solutions company, announced that it will be exhibiting its hybris based Omni-Channel Commerce solutions for Retail, Travel and B2B industries at the SAP's Sapphire Now event, being held in Orlando, Florida from May 5th to 8th this year. The Sapphire Now is a premier annual event for SAP attended by partners, customers and analysts.

Sonata has a strong hybris practice, with industry specific solutions based on reusable assets to realize best-in-class commerce results, one of the biggest pool of hybris consultant talent and a proven delivery track record on hybris with customers across the globe. Sonata was earlier recognized by hybris as the Most Innovative Partner in 2012 and has also been a long standing partner of SAP with recent recognitions such as the SAP Pinnacle Award 2014. Some examples of the business benefits realized with Sonata's hybris solutions are:

- Enabling Retailers achieve consistent shopping experience across online, mobile and store channels to achieve better customer acquisition and retention
- Improving look to book ratios for Travel through dynamic, personalized packaging and search
- Helping Distributors improve customer loyalty by providing B2C like experience even in B2B business

Speaking on the occasion, PVSN Raju, Head Delivery for Sonata Software said, "hybris enables SAP users leverage a best-in-class commerce solution spanning online and traditional channels. Having been an early mover service provider in this technology, we at Sonata have been able to build expertise and a resource pool for complex, scalable and reliable delivery of hybris based digital business transformation initiatives. We wanted to showcase this specific value on hybris that we can bring to the SAP community at Sapphire Now this year"

hybris is a world leader in providing omni channel commerce solutions and SAP had acquired hybris in 2013 to strengthen its online commerce offering. Sonata has been working with hybris since 2012 and has been implementing hybris for many customers successfully. Sonata and SAP have subsequently engaged in a more strategic partnership led approach to take hybris based solutions to market across multiple industries and regions globally.



About Sonata Software

Sonata Software is a global IT services firm focused on catalyzing 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:

Anuj Kumar Saxena
Sonata Software Limited
CIN- L72200MH1994PLC082110
A.P.S. Trust Building,
Bull Temple Road, N.R. Colony
Bangalore 560019, India
Tel: +91 80 67781999
anujkumar.s@sonata-software.com