SONATA SOFTWARE LIMITED

CMMI DEV/5 SM
Exp. 2017-04-16 / Appraisal #22067

17th March, 2016

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 that the Company and Interactive Business Information Systems Inc., its subsidiary will launch their Omni-Channel Commerce solution for retail on Dynamics (Brick & Click), and the new Dynamics AX (AX 7) services at the Microsoft Envision conference to be held in New Orleans, Louisiana April 4-6, 2016.

Kindly take the same on record.

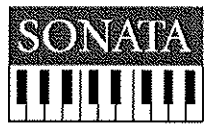
Thanking you,

Very truly yours
For **SONATA SOFTWARE LIMITED**

PRIYA MANOJ JASWANI
COMPANY SECRETARY

CC to : The National Stock Exchange Ltd – Mumbai





SONATA SOFTWARE

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Sonata and I.B.I.S. to Showcase Digital Transformation Technologies for Retail & Distribution Industries at Microsoft Envision

PEACHTREE CORNERS, GA— March 17th, 2016—Sonata Software, a global technology services and solutions company, and its US subsidiary I.B.I.S., Inc., a Microsoft Dynamics® strategic Partner, announced today that they are launching their Omni-Channel Commerce solution for retail on Dynamics (Brick & Click), and the new Dynamics AX (AX 7) services at the Microsoft Envision conference to be held in New Orleans, Louisiana April 4-6, 2016.

Sonata Software had acquired I.B.I.S., Inc., at the end of 2015 and this is the first major event where the value they bring together to industry will be showcased. Sonata's focus and strengths on digital technologies, retail industry solution footprint and global delivery capability is complemented by I.B.I.S., Inc.'s status as an eminent US distribution industry technology provider. This combination is not only bringing industry leading solutions for retail and distribution from one single entity but also has a unique offering for those companies that need a combined retail and distribution solution.

Sonata and I.B.I.S. each have over two decades of experience working on Microsoft solutions and have won recognitions such as Partner of the Year and Dynamics Outstanding Partner of the Year, along with Gold Partner status across multiple Microsoft technology solution areas. Both companies excel in having a strong Microsoft Dynamics® based enterprise solutions capability. The unique strengths of this combination is the availability of more than 500 Dynamics AX consultants globally, the ability to execute large complex engagements with global roll outs, and the capability to provide end-to-end managed services. In addition, the technology proficiencies with other Microsoft technologies such as Power BI, Cortana analytics, Azure and enterprise mobility are strengths that come with this combination. Both companies also bring deep expertise on the newly launched AX 7 to provide a complete solution footprint including Dynamics to a full range of digital solutions.

The showcase industry specific platforms and solutions at the event will include Sonata's Brick & Click retailing, a fully unified Omni-Channel Commerce platform enabling large retailers to optimize their operations to provide seamless, consistent and personalized customer experience across channels. I.B.I.S. will showcase its Microsoft Dynamics® AX and CRM supply chain solution - Advanced Supply Chain Software™, designed to meet the needs of modern distributors, manufacturers, and retailers. Both solutions are certified and available on LCS Azure.

In short, Sonata and I.B.I.S. together are now able to deliver a unique value proposition of industry leading IP based solutions for retail and distribution, scale, global foot print, managed services capability and AX 7 expertise.

"By combining the I.B.I.S. experts with the over 3,000 people-strong global Sonata Software team, we now are in the position of serving clients better with a plethora of IT services that, as I.B.I.S., we always aspired to offer. Sonata truly is a global company that assists enterprises with their digital transformation and, like us, a long standing partner of Microsoft," says Andy Vabulas, founder and President of I.B.I.S.

"We are happy that our industry specific digital solutions portfolio, as well as our global Microsoft solutions footprint has been expanded with I.B.I.S. becoming an integral part of Sonata's strategy. We look to expand the list of strategic Fortune 500 customers we have in the retail and distribution industries," Srikar Reddy, CEO & MD Sonata Software commented.

For Envision, Microsoft is gathering business luminaries and innovators together in one place to discuss the strategies, breakthrough ideas, and emerging solutions that can help propel businesses forward. New technologies are rapidly transforming the world. Businesses that understand the available technologies—and anticipate what's coming next—are able to quickly leap ahead. Microsoft Envision gives the insights needed to take advantage of the evolving business landscape. The solutions from Sonata and I.B.I.S. will be showcased at Booth # 813 at Envision.

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 & Consumer Goods and Software Product Companies 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 500 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.

About I.B.I.S., Inc.

Founded in 1989, I.B.I.S., Inc. a Sonata Software Company, provides digital transformation for distributors, manufacturers and retailers. Through a Strategic Developer Partner relationship with Microsoft, I.B.I.S. provides world-class solutions for Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Business Intelligence (BI), and Application Development. I.B.I.S. specialties include Microsoft Dynamics® AX and CRM solutions focused on supply chain needs.

I.B.I.S., Inc. is a two-time winner of Microsoft Dynamics® Outstanding Partner of the United States Award, a Worldwide Finalist for the Microsoft Dynamics® AX Partner of the Year, Microsoft Dynamics® 2015 Distribution Partner of the Year in the United States, a Microsoft Partner with Four Gold Competencies (ERP, CRM, BI, Application Development), and a ten-time Microsoft Dynamics® Inner Circle Partner. In addition, I.B.I.S., Inc. is among the very select few companies that are Microsoft Dynamics® Global Independent Software Vendors for Dynamics AX and CRM.

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