

15th September, 2016

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, 'G' Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sir/ Madam,

Sub: Press Release

We enclose a Press Release titled "Accelya launches Analytics & Consulting Services for Global Airlines".

Kindly take the same on record.

Thanking you.

Yours Faithfully,
For Accelya Kale Solutions Ltd.



Gurudas Shenoy
Chief Financial Officer

Encl: As above

PRESS RELEASE

Accelya launches Analytics & Consulting Services for Global Airlines

Mumbai, Barcelona, September 15th, 2016: Accelya, a leading provider of airline financial and commercial solutions, now launches its Analytics & Consulting service to help leading global airlines unlock millions of dollars' worth of overlooked opportunities and savings in their existing operations.

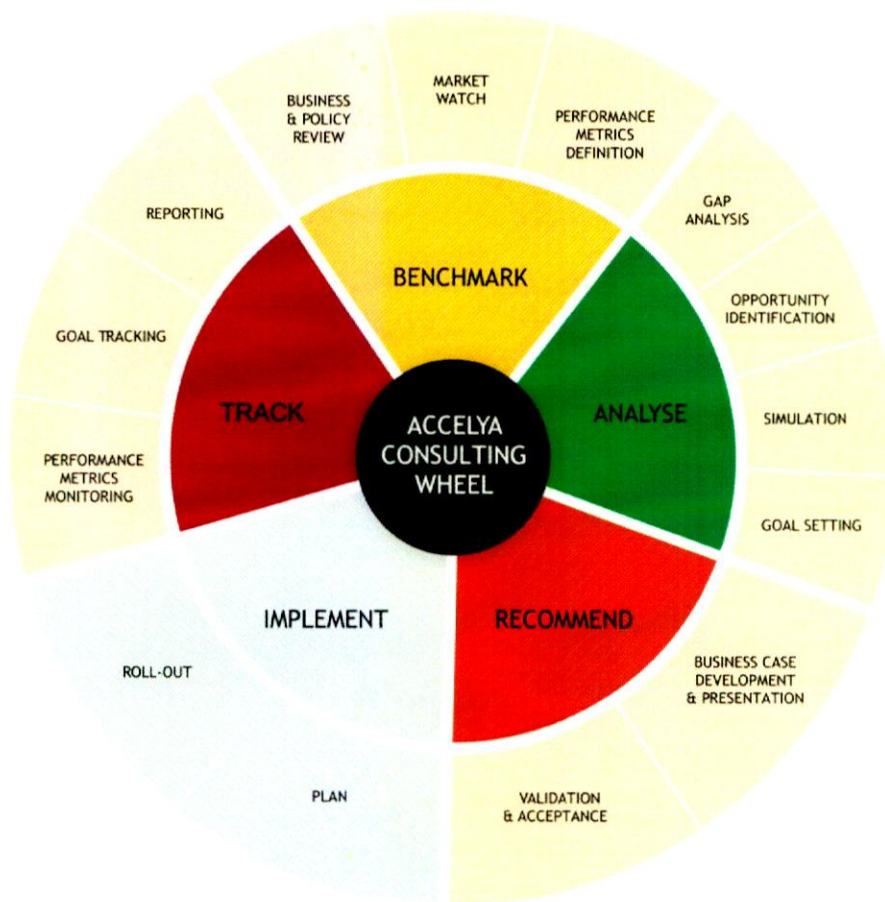
Airlines operate with wafer-thin margins in a highly competitive and dynamic marketplace. Predictably, airline management and CXOs are forever seeking new ways to grow revenues, increase profits and corner market share. But, often, the best opportunities lie closer home - locked in the complexity of their existing processes. Accelya's Analytics & Consulting experts use a combination of advanced analytics and deep understanding of the aviation industry to identify hidden business potential within airline processes, be it Network Planning, Revenue Management, Sales and Marketing, Alliances or Finance.

"Airlines have the potential to significantly improve their revenue and profitability by identifying opportunities within their existing processes," says **Gopal Shettigar, Head of Analytics & Consulting business, Accelya**. "Our Analytics & Consulting team specializes in uncovering these opportunities and has been responsible for driving over 90 million dollars in revenue growth for one of our airline clients. The USP of our service is that airlines do not need to make huge investments, hence the outcome directly impacts airline bottom line."

Accelya analysts and consultants use a proprietary framework, called '**The Accelya Consulting Wheel**', to deliver this positive impact on airlines' revenue and profitability. The consulting wheel covers five phases - Benchmark, Analyse, Recommend, Implement, and Track. The Consulting Wheel approach ensures that we are highly responsive to opportunities and can deliver in short turnaround times.



PRESS RELEASE



Using this proprietary framework, the Analytics & Consulting team validates airline business policies, benchmarks performance, analyses data to run simulations, generates actionable insights and provides implementable recommendations to the airline.

Accelya's Analytics & Consulting team also publishes IMPACT, a market research initiative to provide in-depth analysis of market trends and their impact on the aviation business.

Accelya Group has been working with the airline industry for more than 40 years, and over 200 airlines rely on Accelya to solve some of their most complex financial and commercial challenges.



PRESS RELEASE

About Accelya Kale

Accelya Kale Solutions Limited (formerly known as Kale Consultants Limited) is part of the Accelya Group. Visit us at: www.accelyakale.com

About Accelya

Accelya is a leading provider of financial and commercial solutions to the Airline and Travel industry. Accelya helps airline and travel companies manage their financial processes and gain insights into their business performance.

Accelya's expertise spans across all critical airline financial processes - BSP Processing, Revenue Accounting, Audit & Revenue Recovery, Card Management, Miscellaneous Billing, Cost Management and Business Intelligence. Accelya partners with airlines right from the time a ticket or an air waybill is issued, all the way through its entire financial life cycle, until the data is converted into actionable decision support.

With over 200 airline customers, our operations are spread across 9 countries and Accelya employs over 2000 professionals worldwide.

Accelya has been voted as 'Reader's Choice Company 2015' and 'IT Company of the Year 2014' at Air Transport News Awards and 'Information Technology for the Air Cargo Industry' at ACW World Air Cargo Awards 2014. Visit us at: www.accelya.com

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