

SONATA



SONATA SOFTWARE LIMITED

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November 17, 2010

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 on the showcase of ARMOR - the next generation Pricing Decision Support solution for the Airline industry at the PhoCusWright Conference in Arizona, United States.

Kindly take the same on record.

Thanking you,

Very truly yours,
For **SONATA SOFTWARE LIMITED**

PRAVEEN KUMAR D
COMPANY SECRETARY

CC to : The National Stock Exchange Ltd - Mumbai
Bangalore Stock Exchange Ltd – Bangalore



Sonata Software showcases ARMOR at the PhoCusWright Conference 2010

Sonata features in the list of top 30 innovators invited to showcase applications or ideas that will drive Travel marketplace growth

Introduces an array of solutions and offerings for the Travel and Tourism industry

Bangalore / Arizona, November 17, 2010 : Sonata Software (www.sonata-software.com), a leading provider of IT consulting and software services globally, today showcased ARMOR - the next generation Pricing Decision Support solution for the Airline industry at the PhoCusWright Conference in Arizona, United States. Sonata carried out an alpha launch of the product at the Travel Innovation Summit, underlining the concept and key benefits for the Airline industry.

Developed collaboratively by industry experts, consultants and Operation Research experts from leading universities, ARMOR is a first-of-its-kind solution addressing the imperative pricing needs of Airlines and Travel companies. It provides optimal price recommendations to Travel organisations based on competitor price analysis, commercial strategy and market situation. It functions like a single comprehensive source for necessary data elements, modeling and state-of-the-art decision support.

"The Travel industry is yet to develop and implement a pricing technology solution that can improve the overall financial performance of an organization. ARMOR can help Airlines and Travel companies respond quickly to dynamic market needs on product pricing. Unlike the Traditional Revenue Optimization systems, the solution focuses and contributes directly to the bottom line (profitability) of an organization," said Mr. Mahesh Shastry, Head - Travel, Transportation & Logistics Business, & the Middle East, Sonata Software Ltd.

Mr. Amit Kumar, Head - US Sales & Operations, Sonata Software Ltd. said, "The Travel and Tourism market in the US is rebounding fast as organisations are showing record growth, utilization and profitability. At Sonata we have come up with innovative and domain-specific solutions which can be deployed quickly so as to capture the resurging growth in this market. Our proven IPs and capabilities owing to our Joint Venture with TUI InfoTec enable us to reduce time to market and explore new opportunities."

During the 3-day conference, Sonata will showcase its new offerings and solutions for the Travel, Tourism and Hospitality industry. Sonata will exhibit GDSCoconnect, a distribution solution which connects to all the Global Distribution Systems (GDSs) and addresses the needs of Travel companies to replace their existing practice of maintaining their own separate connections to the primary GDSs. Sonata will also demonstrate Sonnet4 AIRLINES, an integrated solution for Cabin Crew Management that can help an Airline to optimize performance of its geographically dispersed employees and cabin crew.

For further information, please contact:

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