

May 27, 2019

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C-1, G Block,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051.

BSE Limited

Phirozee Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Subject: Sterlite Tech unveils Intellza – An AI-powered Business Intelligence Solution

Ref.: Scrip ID - STRTECH/ Scrip Code – 532374

Dear Sir/Madam,

We wish to inform that the Company unveils Intellza – An AI-powered Business Intelligence Solution. A copy of the Company's Press Release in this behalf, is enclosed herewith.

Kindly take the above on record.

Thanking you,

Yours faithfully,
For **Sterlite Technologies Limited**



Amit Deshpande
Company Secretary (ACS 17551)



Enclosure: As above

PRESS RELEASE

FOR IMMEDIATE DISSEMINATION

STL unveils Intellza – an AI-powered Business Intelligence Solution

The solution enables AI-based predictive modelling and deep personalisation; gets positive feedback from leading telcos at TM Forum Digital Transformation World event

Pune, India – May 27, 2019: [Sterlite Technologies Ltd.](http://SterliteTechnologiesLtd.com) (STL) [BSE: 532374, NSE: STRTECH], a global leader in end-to-end data network solutions, unveiled [Intellza](#) – its next-generation business intelligence solution, at the recently concluded TM Forum Digital Transformation World 2019 in Nice, France.

The solution maximises engagement through AI-based predictive modelling of customers' journey. The innovative solution was validated in the event by leading telcos – Orange and Deutsche Telekom.

"Integrating AI solutions is complicated. Integration has to be done at two levels: technical and business, the latter being more challenging. Quick integration without hindering the running of business processes is critical. When we demoed the solution, the technical integration was straight forward and done quickly using REST technologies. The AI decision engine was used in its vanilla state, and worked very well. The overall architecture includes data lakes, analytics and decision engine, and is utilised as a modern toolset," said **Lucius Gruber, Enterprise Architect at Deutsche Telekom IT GmbH**. "The cooperation with STL has been great, I have enjoyed working with the team," he added.

"AI is not an easy environment. To build use cases with AI, it's necessary to understand business and technology processes, and have the ability to create personalised information that enables decision making for the next-best engagement. The customer's journey is orchestrated in the back office, with an understanding of the journey's data elements that steer the process," said **Arnold Buddenberg, Enterprise Digital Business and IT Transformation Architect at Orange**. "It's very pleasant to work with STL. Thank you STL for participating in the Catalyst program," he said.

STL's AI-powered business insights and data analytics solution empowers telcos to bring deep personalisation, assess the performance of newly launched products, gauge customers' expectation and help introduce relevant products with minimal risks, opening up new revenue streams.

STL has invested deeply in building its AI engine, which powers its software offerings. Speaking about its disruptive AI capabilities, **Shrirang Bapat, CTO of Network Software at STL**, said, "AI and ML are undoubtedly on top of business leaders' minds globally. Yet, what remains elusive is leveraging these capabilities to drive tangible improvement in business KPIs such as Net Promoter Score. Intellza, our AI-enabled real-time personalisation solution, is an answer to this customer use-case problem statement.



Intelligent data analysis and advanced AI-ML algorithms provide actionable insights for the next-best engagement, at a speed and scale unlike no other product in the market.”

About Sterlite Technologies Ltd (STL)

STL is a global leader in end-to-end data network solutions.

We design and deploy high-capacity converged fibre and wireless networks. With expertise ranging from optical fibre and cables, hyper-scale network design, deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

STL has innovation at its core. With intense focus on end-to-end network solutions development, we conduct fundamental research in next-generation network applications at our Centres of Excellence. STL has a strong global presence with next-gen optical preform, fibre and cable manufacturing facilities in India, Italy, China and Brazil and two software-development centres.

For more on STL, visit: [Website](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

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