SONATA SOFTWARE LIMITED

October 15, 2015

The Listing Manager
Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.

Dear Sir/Madam,

Sub : Press Release

We are announcing today that the Company will be participating in the etailcore Live event, to be held in Barcelona on 19th-20th October this year.

A copy of the press release is enclosed for your reference.

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

Sonata Software to Showcase Digital Transformation Solutions for Retailers at the etailcore Live Event

Bengaluru, 15th October, 2015

Sonata Software, a global technology services and solutions company, announced today that it is participating in the etailcore Live event, to be held in Barcelona on 19th and 20th October this year.

At the event, Sonata will feature its digital transformation solutions for retailers, including 'Brick and Click' Solution - its fully unified omni-channel commerce platform enabling large retailers optimize their operations to provide seamless, consistent and personalized customer experience across channels. Other retail technology services that Sonata would showcase include ecommerce, mobility and analytics.

Speaking on the occasion, Mr. Omprakash Subbarao, Senior VP, Strategy & Digital at Sonata Software said, "Digital technologies have become the core of a revolution taking place in the retail universe. Increasingly retail firms are embracing digital technologies to reach out to their customers. Sonata has some of the state of the art digital ready solutions that can provide retailers a competitive edge. This year, the etailcore live event focuses on omni-channel and Global e-commerce, for which we have strong offerings to showcase to the retail world."

In recent years, Sonata has intensified the focus on digital technologies for retailers in Fashion, Electronics, Consumer Goods and Groceries segment to leverage its experience, expertise and resources in building future ready digital solutions for businesses across the globe.

The focus of Sonata's offerings for retailers is primarily on providing enhanced customer experience, improving operating efficiency for businesses and simplifying their IT systems for both Brick and Click businesses, benefitting them with faster implementations and reduced cost of ownership.

etailcore event conducted in Europe and US has provided a place for over 500 retail professionals from around the world to gather for latest trends, innovations and finding right partners for their businesses.

About Sonata Software

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