SONATA SOFTWARE LIMITED

16th May, 2016

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, 5th Floor
Bandra Kurla Complex
Bandra (E) Mumbai – 400 051
Stock Code - SONATSOFTW

BSE Limited
Listing Department
P.J. Towers, Dalal Street
Mumbai 400 001
Stock Code - 532221

Dear Sir/Madam,

Sub: Press Release

We are forwarding herewith copy of press release dated 16th May, 2016, announcing Sonata Software to showcase its hybris based 'Future – Ready' solutions at the SAP's 'SapphireNow' event at Florida.

Kindly take the same on record.

Thanking you,

Yours faithfully
For Sonata Software Limited

Priya Jaswani
Company Secretary

Encl: as above

SONATA SOFTWARE

Sonata Software to showcase its hybris based 'Future – Ready' solutions at the SAP's 'SapphireNow' event at Florida

Bengaluru, May 16th, 2016

Sonata Software, a global technology services and solutions company, announced today that it will be exhibiting its 'Future Ready' solutions at the SapphireNow event, to be held in Orlando, Florida, USA from 17th to 19th May this year.

Sonata has a strong offering in the Digital technologies for its focus verticals of retail, travel and distribution along with global footprints and delivery capabilities. With the theme of 'Discover Future Ready Solutions', Sonata would be showcasing its solution around digital technologies like hybris e-Commerce in the travel, retail and distribution domains. The solutions are based on the reusable assets that Sonata has, which would provide value to the digital initiatives of enterprises. With its large hybris consultant resource pool, Sonata is considered as one of the biggest hybris **multi regional silver** partner and **SAP Gold** Partner. In addition, Sonata has received the SAP APJ Partner Excellence Award 2016, SAP Pinnacle award 2014 and hybris Most Innovative Partner 2012. Sonata's hybris solutions has reaped the following benefits for the customers:

- Improved market share
- Easy integration to third party applications
- Improved loyalty, customer retention through personalized treatment
- Single view of customers and single view of business
- Increased conversion and average value order; reduced shopping cart abandonment
- Shorter time to market

As a development and integration partner of hybris, Sonata offers cutting edge solutions to deliver technology transformation which enables customer satisfaction. Sonata's global implementation competence and its capability of setting up dedicated hybris Center of Excellence (CoE) make it a trusted alliance partner for hybris. Sonata's dedicated hybris CoE has assets like:

- Travel e-Commerce Framework on hybris
- hybris B2B & B2C accelerators
- Connectors between hybris & SAP
- Data migration frameworks for migrating from WCMS to hybris

'With 15+ years of experience in the digital commerce space across industry verticals and multiple technology platforms, we have built solutions that are 'future-proof' and readily deployable. We have worked with some of the Fortune 500 companies in implementing hybris solution, increasing the e-Commerce revenues and offering savings on spend. With dedicated hybris COE, Agile model-based implementation & testing methodologies, Sonata is partner of choice to implement & support hybris as an omni-channel commerce platform' commented Rajiv Puri, Head of Americas, Sonata Software.

SapphireNow is the largest global business technology event hosted by SAP. The event will be held at the Orange County Convention Center. Visit Sonata at booth # 1625.

Click here to know more about Sonata's hybris solutions and services.

SONATA SOFTWARE

About Sonata Software

Sonata Software is a global IT services & solution 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 & 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.

For further information, please contact:

Anuj Kumar Saxena
Sonata Software Limited
CIN- L72200MH1994PLC082110
A.P.S. Trust Building,
Bull Temple Road, N.R. Colony
Bangalore 560019, India
Tel: +91 80 67781999
anujkumar.s@sonata-software.com