

March 07, 2024

**The Manager,  
Department of Corporate Services  
BSE Limited**  
Floor 25, P.J. Towers,  
Dalal Street, Mumbai – 400 001  
BSE Scrip code – [532541]  
Equity ISIN INE591G01017  
Non-Convertible Bond ISIN INE591G08012

**The General Manager,  
Department of Corporate Services  
The National Stock Exchange of India Limited**  
Exchange Plaza,  
Plot No. C/1, G Block, Bandra Kurla Complex,  
Bandra, Mumbai – 400 051  
NSE Scrip code – [COFORGE]

Dear Sir/Madam,

**Subject: Press release for Announcing the launch Orion- A Gen AI-based autonomous self-service solution to enhance customer experience across multiple industries**

In pursuant to applicable provision of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of Press Release issued by the Company Announcing the launch of a Gen AI-based autonomous self-service solution called Coforge Orion.

You are requested to take note of the same.

**For Coforge Limited**

**Barkha Sharma  
Company Secretary  
ACS: 24060**

**Encl as above:**

## **Coforge launches Orion- A Gen AI-based autonomous self-service solution to enhance customer experience across multiple industries**

**Greater Noida, March 7, 2024:** Coforge Limited (NSE: COFORGE), a global digital services and solutions provider launched a Gen AI-based autonomous self-service solution called Coforge Orion. The solution harnesses the power of generative AI and orchestrates a seamless customer experience. This sophisticated platform automates both outbound and inbound calls, allowing it to proactively engage customers, provide intelligent responses to inquiries, and autonomously take necessary actions, exceeding the capabilities of traditional automation.

Coforge Orion moves the beyond traditional scripts and messaging based communication and utilizes advanced AI to have natural, personalized conversations with each customer, adapting to the unique flow of each interaction. This empowers businesses in various fields, like travel and healthcare, to automate communication while fostering deeper connections with their customers.

"Coforge Orion is a sophisticated and enterprise grade AI platform built for bi-directional human-like conversations to support sales, marketing and customer service. It can make automated outbound calls to prospects by dynamically generating voice conversations using large language models and can handle inbound inquiries using generative AI capabilities of speech-to-text and text-to-speech" said Vic Gupta, Executive Vice President, Coforge.

Coforge Orion empowers businesses to deliver exceptional customer experiences and optimize operations by leveraging the power of generative AI. Customers can engage with intelligent virtual agents 24/7, overcoming language barriers with multilingual support, and enjoy seamless interactions through familiar channels like WhatsApp and SMS. Businesses benefit from effortless integration with existing CRM systems and third-party APIs, while autonomous agents address challenges like high error rates and resource-intensive training. Coforge Orion has already helped businesses optimize budgets, strengthen customer satisfaction, and boost revenue through successful pilots. This innovative solution, tailored for industries like travel, banking, insurance, and healthcare, elevates customer interactions and empowers businesses to thrive in today's dynamic landscape.

### **About Coforge**

Coforge is a global digital services and solutions provider, that leverages emerging technologies and deep domain expertise to deliver real-world business impact for its clients. A focus on very select industries, a detailed understanding of the underlying processes of those industries, and partnerships with leading platforms provide us with a distinct perspective. Coforge leads with its product engineering approach and leverages Cloud, Data, Integration, and Automation technologies to transform client businesses into intelligent, high-growth enterprises. Coforge's proprietary platforms power critical business processes across its core verticals. The firm has a presence in 21 countries with 26 delivery centers across nine countries.

For more information on Coforge, please visit [www.coforge.com](http://www.coforge.com)

For media queries please contact: Santanu Bhattacharya- [santanu.b@coforge.com](mailto:santanu.b@coforge.com)