

## **Puravankara accelerates its Digital Transformation journey with IBM and SAP**

**India, Bangalore, October 7, 2021:** IBM (NYSE: IBM) today announced that Puravankara Limited is collaborating with IBM Global Business Services (GBS) to fuel tech-led innovations in its operations by adopting RISE with SAP. Through this association, Puravankara will reinvent its processes for superior business outcomes. IBM will integrate the SAP Cloud environment with Puravankara's cloud environment to harness the unmatched power of cloud and ensure seamless enterprise functions.

As a future-forward industry leader, Puravankara aims to employ an intelligent suite of solutions for operational agility and enhanced business efficiency while driving unprecedented growth. The company aspires to assess real-time fluctuations in the market and receive immediate and actionable insights across its project development through robust digitisation.

To help achieve these layered objectives, Puravankara partnered with IBM to deploy RISE with SAP, an integrated cloud ERP solution revolutionising their business transformation. IBM will also deploy Ariba Sourcing, a strategic sourcing solution by SAP, to automate and streamline critical tasks in sourcing indirect and direct materials. The IBM ASCEND methodology, the framework used to deliver transitioning projects for SAP S/4HANA, has been used to bring in more efficient delivery execution, higher quality, and lower implementation risks. Puravankara would redefine the core objective of its digital strategy and streamline existing processes to elevate customer experiences.

Ashish Puravankara, Managing Director, Puravankara Limited, said, "As a resilient business entity, Puravankara has always pioneered tectonic changes in the real estate industry. Over the last year, as operational challenges took a new form, our primary focus was to build an enterprise that leads the future of work and advances customer success. By collaborating with IBM to deploy SAP, we will modernise our business capabilities and solve on-ground bottlenecks with ease while setting precedence in this highly competitive industry."

Kamal Singhani, Country Managing Partner – IBM Services, India/South Asia, said, "By leveraging our deep consulting expertise and access to technological innovations, Puravankara will be able to fast-track their digital transformation journey, create intelligent workflows to drive the efficiency and agility needed in their dynamic industry landscape."

Subramanian Ananthapadmanabhan, Vice President – Mid-Market, SAP Indian Subcontinent, said, "With our RISE with the SAP solution, we accelerate our customers' transition to the cloud and enable them to become future-ready organisations. By adopting RISE with SAP, Puravankara has taken another step towards serving its customers better with digital tools and technologies. SAP along with IBM is empowering Puravankara to lead the charter in the real estate segment by creating unique landmarks and community living of the highest standards for its customers."

IBM will bring its assets, tools, and methodology, including best practices and processes from the real estate and infrastructure industry. This will enable Puravankara to have best-in-class processes configured in the SAP system and ascend its digital transformation value chain.

Puravankara Limited is a leading real estate conglomerate headquartered in Bengaluru with a pan-India presence. In the last four decades (46 years), the company has established two distinct and successful brands. The flagship brand Puravankara caters to the premium end of the spectrum. At the same time, Provident Housing Limited is positioned in the premium affordable segment. The company has completed 74 projects measuring over 42 million square feet, and over 22 million square feet of projects are under development. Currently, the land bank of the company is close to 65 million square feet.

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