November 03, 2026

The Manager,
Department of Corporate Services
BSE Limited
Floor 25, P.J. Towers,
Dalal Street, Mumbai – 400 001
BSE Scrip code – 532541
Equity ISIN INE591G01025

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 Symbol – COFORGE

Dear Sir/Madam,

Subject: Press Release

Pursuant to applicable provisions of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, as amended, ("SEBI Listing Regulations") please find enclosed press release of the Company announcing that **"Coforge Launches BridgeCX Real-Time Personalization Solution Built on Pega Customer Decision Hub and Mastercard Dynamic Yield."**

We request you to take the above on record.

For Coforge Limited

BARKHA SHARMA
Digitally signed by BARKHA SHARMA
Date: 2026.11.03 10:27:32 +05'30'

Barkha Sharma
Company Secretary & Compliance Officer

Encl.: As above

Coforge Launches BridgeCX Real-Time Personalization Solution Built on Pega Customer Decision Hub and Mastercard Dynamic Yield

New solution transforms fragmented personalization into intelligent 1:1 customer engagement

Princeton, NJ, USA | Greater Noida, India– November 3, 2026 - Coforge Limited (NSE: COFORGE), a global AI-native engineering services leader, today announced the launch of **BridgeCX**, a next-generation customer engagement solution built on Pega Customer Decision Hub™ and integrated with Mastercard Dynamic Yield.

Coforge's BridgeCX connects enterprise-grade decisioning with real-time digital execution to help organizations deliver truly intelligent, hyper-personalized customer experiences at scale. Developed by Coforge's digital experience experts, the solution bridges the critical gap between customer insight and customer action by seamlessly integrating strategic decisioning with digital personalization.

In today's digital economy, many enterprises capture massive volumes of customer signals across channels but struggle to translate those signals into immediate, meaningful engagement. BridgeCX addresses this challenge by creating a continuous intelligence loop that unifies data, decisioning, and experience delivery.

BridgeCX is built on Pega Customer Decision Hub, the AI-powered decisioning platform for personalized experiences at scale. It unifies data, analytics, and channels to determine the next best action for every customer interaction, helping marketers simplify engagement, move faster, and increase customer lifetime value.

By combining the power of Pega's AI-driven decisioning with Mastercard's Dynamic Yield digital personalization engine, BridgeCX enables enterprises to analyze customer intent, determine the next-best action, and instantly activate personalized experiences across digital touchpoints in real time. The result is a unified engagement framework that moves enterprises beyond fragmented personalization efforts toward decision-led, context-aware customer journeys.

BridgeCX enables organizations to:

- Turn **omnichannel customer signals** into real-time digital actions
- Deliver **hyper-personalized experiences** across web, mobile, and digital channels
- Enable **closed-loop adaptive learning** that continuously optimizes engagement outcomes

- **Maximize the value of existing martech investments** by connecting intelligence with execution
- Shift from fragmented personalization strategies to **AI-driven, decision-led experiences**

"Many organizations today have powerful customer data and decisioning capabilities but struggle to operationalize them in real time across digital channels," said **Maddee Hegde, EVP & Head of Pega Practice at Coforge**. "BridgeCX solves this challenge by seamlessly connecting the strategic intelligence of Pega with the digital agility of Dynamic Yield. The result is a unified ecosystem that enables brands to deliver contextual, one-to-one experiences exactly when and where customers expect them."

"Customer engagement today requires more than just data or personalization, it requires intelligent decisioning that can be activated instantly," said **Rob Walker, GM, 1:1 customer engagement, Pega.** "BridgeCX is enabling organizations to extend the power of Pega Customer Decision Hub into digital experiences, ensuring that every interaction is guided by real-time insights and continuously improving through adaptive learning."

BridgeCX is designed to help enterprises modernize customer engagement strategies by transforming disconnected systems into an integrated decision-to-experience engine, enabling faster, smarter, and more relevant interactions with customers.

Coforge has been a Specialized Pega partner for 18+ years, providing Pega implementation, delivery, and testing services along with deep industry expertise. With 115+ Pega Lead System Architects, more than 2,000 certifications, and 16+ AI-driven solution accelerators across industries, Coforge operates one of the most highly certified and experienced Pega practices globally. Through a suite of Pega platform productivity solutions, Coforge delivers measurable value to clients across Banking and Financial Services, Energy and Utilities, Government, Healthcare and Life Sciences, Insurance, Manufacturing, Travel and Transportation industries.

About Coforge

Coforge is an AI-native engineering services leader, where AI is the very foundation of how we design, build, and deliver intelligent solutions for our clients. We use AI and hyperspecialized industry expertise to engineer autonomous enterprises. We combine AI agents with our AI- enabled workforce, including specialized FDEs in hybrid pod-based delivery units. With a deep focus on trusted AI, our solutions are secure, governed, and enterprise-grade. We are outcome-led by design. Moving beyond AI experimentation, we deliver measurable business outcomes – lower operating costs, faster cycle times, higher conversion rates, and sustained margin growth.

Learn more at www.coforge.com

Media Contact:
Santanu Bhattacharya (India) santanu.b@coforge.com