

March 21, 2025

**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

**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: Coforge and HFS Research Unveil Blueprint for Enterprises to Scale on GenAI**

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 that “Coforge and HFS Research Unveil Blueprint for Enterprises to Scale on GenAI”.

We request you to take the above on record and the same be treated as compliance under the applicable provisions of the SEBI Listing Regulations.

**For Coforge Limited**

**Barkha Sharma  
Company Secretary & Compliance Officer**

**Encl: as above**

## Coforge and HFS Research Unveil Blueprint for Enterprises to Scale on GenAI

**Princeton, NJ, March 21, 2025** – [Coforge](#) (NSE: COFORGE), a global digital services and solutions provider in partnership with [HFS Research](#), has released a new report titled “Break Free from GenAI Pilot Purgatory”. Based on insights from senior executives at multi-billion-dollar enterprises successfully scaling GenAI, the report reveals why so many companies remain stuck in endless pilots—and how to break free.

The report emphasizes that GenAI success hinges on decisive action rather than prolonged experimentation. Enterprises must align AI initiatives with strategic business goals, invest in infrastructure and data readiness early, establish clear success metrics linked to business impact, and foster a culture of AI adoption by engaging cross-functional teams and securing executive sponsorship. The findings highlight that organizations failing to take these steps risk falling irreversibly behind competitors who are already realizing AI-driven efficiencies, innovation, and revenue growth.

While organizations are eager to harness AI’s potential, more than 60% of enterprises remain trapped in an endless cycle of pilots, unable to transition from experimentation to real-world deployment. **Phil Fersht, CEO and Chief Analyst, HFS Research** commented, “Our study reveals a widening chasm in the market - between organizations treating GenAI as an experiment and those treating it as a core business imperative. This gap isn't just about technology adoption; it’s about enterprise leaders needing a strong dose of FOMO... Fear of Becoming Obsolete.”

The research identifies seven critical barriers preventing AI from scaling effectively. These include the Demo Delusion, the Infrastructure Reality Gap, Data Dysfunction, Innovation Inertia, Talent Treadmill, Scaling Myopia and the Impact Illusion. These pitfalls result in wasted investments and widening gaps between AI leaders and laggards.

**Vikrant Karnik, Executive Vice President, Coforge** said, “Our team of AI subject matter experts have been working on several Gen AI use cases, of which some are live. And one question that I am often asked by clients is how they scale AI pilots- from “pilot purgatory”. In this report with HFS Research, we have underscored a four-stage structured approach for successful AI adoption.” These include-

- Opportunity Identification – Enterprises must pinpoint AI initiatives that align with business goals, ensuring that projects have real-world applicability and long-term value.
- Prototyping for Proof of Value – Instead of broad, unfocused pilots, organizations should develop targeted prototypes that validate AI’s ability to drive measurable business impact.
- Scaling with Precision – AI projects should be designed for enterprise-wide deployment from the outset, with strong governance, infrastructure readiness, and integration planning.

- Sustaining Value and Driving Continuous Improvement – AI success does not end with deployment. Enterprises must continuously refine AI models, optimize performance, and expand use cases to maximize long-term impact.

"Breaking free from pilot purgatory requires more than just better execution - it demands a complete reimagining of the enterprise innovation lifecycle, from how we identify opportunities to how we scale and sustain solutions. This new blueprint for innovation, built from studying successful enterprise leaders, prepares organizations not just for current GenAI capabilities, but for the rapid iterations of AI technology yet to come," said **Dana Daher, Practice Leader, HFS Research.**

Download the report here- [HFS Market Impact Report 2025: Breaking Free from GenAI Pilot Purgatory](#)

#### **About HFS Research**

HFS Research is a leading global research and advisory firm that helps Fortune 500 companies navigate IT and business transformation with fearless insights and actionable strategies. With unrivaled access to Global 2000 executives, HFS empowers organizations to make confident technology and service decisions that drive competitive advantage. For more information, visit [hfsresearch.com](https://hfsresearch.com).

#### **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 select industries, a deep domain understanding of the underlying processes of those industries and partnerships with leading technology platforms enable us to be a trusted partner of our clients in their transformation initiatives. Coforge leads with its Product Engineering approach and leverages AI, Cloud, Data, Integration and Automation technologies to transform businesses into intelligent, high-growth enterprises. The firm has 30 global delivery centres and is present in 23 countries.

Learn more at [www.coforge.com](https://www.coforge.com)

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