

Hinduja Global Solutions signs Top Golfer, Anirban Lahiri, as its brand ambassador

Association to help build the HGS brand worldwide

26 November, 2015, Bangalore, India: Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India), signed Asia's No. 2 and India's No.1 Golfer, Anirban Lahiri as its brand ambassador in October, 2015. The first BPM company to have a brand ambassador in the international market, HGS will leverage the association with the ace golfer to further build the HGS brand, facilitate business growth and increase brand recall with potential and existing customers.

Commenting on the association, **Partha DeSarkar, Global CEO, HGS** said, "We are delighted to partner with an upcoming Indian sportsman like Anirban. Golf promotes a strong honor code backed by mutual respect and this is precisely how we do business with our customers. Anirban showcases dependability and cutting-edge execution, both characteristics that HGS is well known for. He is also a youth icon, who can inspire youngsters to do well in their chosen fields, including the people-centric BPM industry."

The sport of golf appeals to a large section of people associated with business, who are either avid players or followers. In the last few years, HGS has been involved in various worldwide golfing events as a sponsor and participant including the Ryder Cup in the US and CG Cup in Dubai. The partnership with Anirban will take this association with golf to the next level, with Anirban expected to play a significant role in developing Brand HGS around the world.

Anirban Lahiri, HGS brand ambassador, said, "I believe that the key factors for consistent success on the golf course are adaptability, innovation and execution. It is therefore an honor to represent HGS, which has exemplified these traits in the BPM industry through the years. As I continue to grow in my career, I look forward to partnering with HGS in its journey to achieve aggressive growth globally."

About Hinduja Global Solutions (HGS)

HGS is a leader in optimizing the customer experience and helping clients to become more competitive. HGS provides a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling

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back office business services. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, and the public sector. HGS operates on a global landscape with about 40,000 employees in 65 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS posted revenue of US \$ 458 million. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world's most recognized brands.

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