

## Press Release

### HGSi's innovative marketing lights up Rising Pune SuperGiant fans with IoT-based LED T-shirts this IPL

- *HGS Interactive helps Gulf Oil create unforgettable customer experience for RPS fans*
- *SuperGiant fans expected to light up the stadium when their team clashes with Sunrisers at Rajiv Gandhi International Stadium, Saturday, 6 May 2017*

**05 May 2017, Mumbai, India:** For the first time in 10 years of the IPL, cricket fans are expressing their passion for their team and its heroes through a unique, one-of-its-kind digital marketing solution.

In the ongoing IPL 2017, HGS Interactive (HGSi) has helped Gulf Oil Lubricants India Limited, principal sponsor of the Rising Pune SuperGiant, create a unique customer experience for fans of the team as they follow their players' exploits and cheer them on. It has designed a clutter-breaking and innovative activation – **an IOT-based LED t-shirt** for fans that can light up on the press or trigger of a button on the t-shirt or any Android device. So, whenever a player from the RPS team hits a ball for a six or four, or bags a wicket, fans wearing the t-shirt could light up '4, 6 or Out' – similar to the TV screen, and cheer their team.

*"The big idea was to marry technology and the fans' love for their team and players and come up with a disruptive solution that helps Gulf Oil easily stand out in the crowd. These IOT-based LED t-shirts transform cricket fans into human banners cheering their team,"* said **Sachin Karweer, Business Head, HGS Interactive**, which is the digital business unit of BPM firm Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India).

*"The IOT-based LED t-shirt is testimony to Gulf Oil Lubricants' passion for innovation. Fans and the game have converged with this disruptive wearable technology, thus creating an unmatched experience for the spectators of the sport,"* said **Ravi Chawla, Managing Director, Gulf Oil Lubricants India Limited (GOLIL)**, adding, *"We will continue to embrace such trends and continue to excite our audience and cricket fans all across the country."*

The innovative fan t-shirt initiative is part of an aggressive marketing campaign unleashed at the 10<sup>th</sup> edition of IPL by Gulf Oil. The campaign titled **"GulfGoFarHarBaar"** is currently running in RPS' home base Pune, and also features the Gulf Fan Bus, Radio Experience, digital videos of players and their interviews. The Gulf Oil campaign intends to communicate the message of "Performing under Pressure" through digital, radio and OOH channels to excite and build a deeper connect with RPS fans.

#### **About HGS Interactive:**

Founded in 2008, HGS Interactive (HGSi) is a global innovative digital solutions company. Today, HGSi provides global brands an array of services in the areas of Strategy & Consulting, Digital Marketing, DigitalCx and Social CRM. Pioneers in the Unified Customer Experience space, HGSi works on the three tenets of Technology, Innovation and Creativity, and provides its customers real-time customized solutions. HGSi has a diverse customer base globally across industries. HGSi is a part of HGS, a listed company in India.

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### About Hinduja Global Solutions:

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management (BPM) services from traditional voice contact center services and transformational DigiCX services that are unifying customer engagement to platform-based, back-office services and digital marketing solutions. By applying analytics, automation, 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, customer electronics and technology, retail and consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with around 44,000 employees in 66 worldwide locations delivering localized solutions. For the year ended 31<sup>st</sup> March 2016, HGS had revenues of US \$507 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

[www.teamhgs.com](http://www.teamhgs.com)

### About Gulf Oil Lubricants India Limited:

Gulf Oil Lubricants India Limited (GOLIL), part of Hinduja Group, is an established player in Indian lubricant market. It markets a wide range of automotive and industrial lubricants, 2-wheeler batteries. Today, the Gulf brand is present in more than 100 countries across five continents with values of 'Quality, Endurance & Passion' as its core attributes. The Gulf Oil International Group's core business is manufacturing and marketing an extensive range consisting over 400 performance lubricants and associated products for all market segments.

BSE Scrip Code: 538567 | NSE Scrip symbol: GULFOILLUB | [www.gulfoilindia.com](http://www.gulfoilindia.com)

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Mumbai 400 001.

**Scrip Code : 532859**

**National Stock Exchange of India Ltd.**

“Exchange Plaza”,  
Bandra Kurla Complex, Bandra (E)  
Mumbai - 400 051.

**Symbol : HGS**

Dear Sirs,

**Sub: HGSi's innovative marketing lights up Rising Pune SuperGiant fans with IoT-based LED T-shirts this IPL**

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Thanking you,

Yours truly,

For **Hinduja Global Solutions Limited**



**S. Mahadevan**

**Executive Vice President - Legal Compliance & Risk Management**

Encl : a/a.