

20th October 2026

To:

**National Stock Exchange of India
Limited (Scrip Code: FSL)**
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (East),
Mumbai - 400 051

BSE Limited (Scrip Code: 532809)
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Madam/ Sir,

Sub: Press Release

This is to inform that a Press Release titled – “Firstsource named Horizon 3 Market Leader in HFS Horizons: Customer Experience Services, 2026” is attached along with this letter.

You are kindly requested to take the same on record and oblige.

Thanking you,

For **Firstsource Solutions Limited**

POOJA
SURESH
NAMBIAR

Digitally signed
by POOJA
SURESH
NAMBIAR

Pooja Nambiar
Company Secretary
Encl.: A/a

Firstsource Solutions Ltd

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(CIN: L64202MH2001PLC134147)

Firstsource named Horizon 3 Market Leader in HFS Horizons: Customer Experience Services, 2026

Mumbai, India | October 20, 2026: [Firstsource Solutions Limited](#) (NSE: FSL, BSE: 532809), a global intelligence partner and an RP-Sanjiv Goenka Group company, has been recognized as a Horizon 3 Market Leader in HFS Research's HFS Horizons: Customer Experience Services, 2026 report. The assessment evaluated the capabilities of 33 service providers, including CX specialists, global system integrators, and consultancies across the HFS customer experience services value chain.

Horizon 3 – Ecosystem Synergy and New Value Creation recognizes providers that move beyond functional and end-to-end experience transformation to create new sources of value through ecosystem collaboration, Services-as-Software models and capabilities spanning talent, domain, technology, data and change.

HFS describes Firstsource as "AI-native intelligence rooted in 25 years of CX operations." Its assessment highlights Firstsource's Kairos operating system, Agentic AI Studio and Intelligent Context Framework as key elements of its approach to AI-native CX transformation.

Ashish Chawla, Head – CX and Consulting, Firstsource, said, "We built Kairos on a simple premise: AI creates enterprise value only when intelligence is connected to the work itself. But ultimately, the value of that intelligence is experienced by the customer, in how quickly they get an answer, how easily they resolve an issue, and how relevant and seamless the experience feels. By bringing together our deep domain and operations expertise with AI, data and technology, we've built an operating system that continuously learns from every interaction to improve both customer experience and business outcomes. HFS' recognition of Firstsource in Horizon 3 is important independent validation of that approach."

Melissa Fersht, Executive Research Leader, HFS Research, said, "Firstsource is pairing AI-native intelligence with 25 years of CX operations expertise, delivered through its Kairos operating system that aims to make one partner accountable for transformation, implementation, and operations. That construct, backed by owned IP from Agentic AI Studio to the Intelligent Context Framework, earned Firstsource its Horizon 3 (Market Leader) placement in the HFS Horizons: Customer Experience Services, 2026 report, positioning the firm to orchestrate customer experience across the enterprise, not just manage a slice of it."

Turning intelligence into better customer experiences

For Firstsource, the value of AI-native CX is ultimately measured by what the customer experiences: less waiting, faster resolution, easier digital journeys, fewer handoffs and more relevant interactions.

HFS' 2026 research points to a shift in enterprise CX buying. As GenAI and agentic AI become increasingly embedded in customer operations, enterprises are looking beyond technology capability toward partners that can take accountability for business outcomes. HFS identifies proprietary data, owned IP, domain expertise, operating models and measurable value delivery as increasingly important differentiators.

The report also highlights the gap between buyer appetite for outcome-based models and current adoption: **76% of enterprise CX buyers are open to outcome-based or gainshare pricing, while only 5% of contracts use those models today.**

This is the operating challenge **Kairos, Firstsource's operating system for Intelligence That Operates**, was built to address. It brings together domain knowledge, operational data, technology and AI engineering across transformation, implementation and live operations. By learning from customer interactions and the decisions made around them, it is designed to make each subsequent interaction smarter and the overall customer experience more consistent over time.

To access the HFS Horizons: Customer Experience Services, 2026 report, visit:

<https://www.firstsource.com/insights/resource-hub/research-report/hfs-horizon-3-cx-report-2026-firstsource>



About Firstsource

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company (NSE: FSL, BSE: 532809), is a global intelligence partner to enterprises across healthcare, banking and financial services, communications, media, technology, retail, and utilities. Its inch-wide, mile-deep practitioners work collaboratively to reimagine business process management. With operations across the US, UK, India, Philippines, Mexico, Romania, Trinidad & Tobago, South Africa, and Australia, Firstsource combines over twenty-five years of domain expertise with an agent-first delivery model to design, build, and operate intelligent enterprise operations. Through its Intelligence That Operates promise—powered by Kairos, the operating system that makes it real—the company unifies consulting, implementation, and operations into a single full-stack engagement and underwrites outcomes, not effort, turning deep domain intelligence into a compounding operational advantage for the world's most regulated industries. (www.firstsource.com)

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