

Hinduja Global Solutions unveils a new identity

26th July, 2011 - Hinduja Global Solutions (HGS), the BPO arm of multi billion dollar Hinduja Group conglomerate, unveiled their new global corporate identity today. The new logo which comes to effect immediately will be the sole company identity homogenizing business vision across all geographies, going forward. It will be sported by all units of the company around the world, including the acquired entities.



The design of the new HGS logo was developed based on extensive research conducted in the markets the company serves. It emphasizes 'HGS', the acronym for Hinduja Global Solutions, giving the company an international brand identity, which is easier to pronounce and recall.

Henceforth, the company intends to use the acronym 'HGS' as its brand name.

Along with the new logo, the company also has launched its new corporate website, www.teamhgs.com. The website has a new look capturing the change that the brand has undergone over the last decade.

Commenting on the occasion Dr. Partha DeSarkar, CEO, HGS said, "With 65% of our global businesses being currently delivered from multiple entities outside of India, it was time for HGS to redefine its persona which is now global in nature. The rebranding exercise helps us seamlessly integrate new ventures across geographies, while allowing customers to leverage a wider and diversified talent pool. This provides us with greater flexibility to benefit from operating efficiencies while helping clients retain their competitive edge".

About the New Logo

With a presence in six countries and continuous exploration of growth opportunities in other geographies, HGS is today uniquely poised at the edge of an important transformation with its

operations becoming truly global. This transformation must reflect in its identity and the logo is a critical component of this identity.

HGS has therefore, designed a new logo which is easy on the tongue for international audience, binds the company's diverse operations across globe.

The basic color gradient in a contemporary typography and the rainbow hues on the 'Energy Rings' are a symbol of the renewed strength and vigor of HGS and emphasize the company's flexibility to changes as it makes in-roads into new continents. The color gradient also represents a work environment that is an assimilation of varied regions, religions, cultures and traditions. For a business transformation powerhouse like HGS, the deep blue hues of the 'HGS Initials' that progress from a dark blue to a lighter shade of blue, signify exploration, adventure and a movement to a much brighter future

The recall value is improved by the fact that the new logo uses the acronym for Hinduja Global Solutions. The logo retains its heritage and pride while being contemporary, providing an umbrella brand to the company's culturally and geographically diverse global operations.

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About Hinduja Global Solutions Limited:

Hinduja Global Solutions Limited, part of the multi-billion dollar conglomerate - Hinduja Group, is a world leader in Customer Relationship and Business Process Management, with a global footprint across North America, Europe, Asia and Africa. With over three decades of experience with some of the world's most recognized brands, it delivers the best practices that drive exceptional results for its clients. Its contact center solutions, back office transaction processing services, domain analytics and process consulting solutions combine operational excellence with functional expertise. It enjoys "Preferred Partner" status with most of its major clients. HGS

currently serves over 100 clients through its 32 Global Delivery Centers & employs close to 20000 people worldwide. HGS is a public limited company, listed on both the leading stock exchanges in India, the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE). It had a turnover of \$242 million in the fiscal year 2010-11

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