



March 25, 2026

BSE Limited

Corporate Relations Department
P.J. Towers, Dalal Street, Mumbai -
400 001.

National Stock Exchange of India Limited

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

Scrip Code: 532859

Symbol: HGS

Dear Sir,

Sub: HGS Brings Certainty to AI-Led Transformation with Intelligent Experience

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

Kindly take note of the same.

For **Hinduja Global Solutions Limited**

Narendra Singh
Company Secretary
F4853

Date and time of occurrence of event: March 25, 2026 at 1.32 p.m.

Encl: As above

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HINDUJA GROUP



HGS Brings Certainty to AI-Led Transformation with Intelligent Experience

Helping enterprises move beyond pilots to measurable results at scale

Bengaluru, India and Austin, US, March 25, 2026: [HGS](#) (listed on BSE & NSE), a global provider of technology, AI, and business services, today unveiled its Intelligent Experience positioning, marking a bold step forward in how enterprises approach AI-driven transformation. Backed by a 90-day ROI (Return on Intelligent Experiences) commitment, HGS is putting a guarantee behind outcomes, shifting the conversation from aspiration to certainty. The refreshed brand identity reflects this evolution, reinforcing HGS's focus on users, disciplined execution, and results enterprises can confidently stand behind.

Industry research shows 95% of generative AI projects fail to deliver ROI. Majority AI projects stall in the pilot phase. HGS seeks to solve exactly this problem.

The new positioning anchors HGS around **Intelligent Experience** - designing smarter ways of working by embedding intelligence directly into the workflows that matter most. Clients are increasingly looking to HGS to not only operate more efficiently, but to rethink how work gets done, by simplifying complexity, improving workflows, and delivering outcomes at scale. HGS's mission reflects this shift, bringing together applied AI, data, automation, and human judgment to deliver results that are practical, measurable, and repeatable.

"What sets companies apart today is AI execution. Our move toward Intelligent Experience is about turning intent into performance. We're focused on helping clients move beyond pilots and experiments to outcomes that hold up in the real world, with speed, discipline, and confidence," said **Venkatesh Korla, Global CEO of HGS**. *"This is not a reset for HGS, but a step ahead. We're building on the legacy created over five decades, while sharpening how we deliver value in a world where certainty matters more than ever."*

While investment in AI continues to grow, many initiatives stall at the pilot stage or fail to deliver sustained value. HGS's approach called **Realized AI** is a methodology that treats intelligence as an operational capability, not a theoretical exercise. Every engagement is anchored by a 90-day proof-of-value commitment: shared accountability, defined metrics, and demonstrated ROI before the relationship scales. This means no pilots without a plan... No transformation without a guarantee.

Tori Faulkenberry, SVP at Astound Broadband, said, *"HGS isn't selling AI potential, they listened to our needs and showed us results. That's what changed how we think about this partnership."*

HGS has also introduced a refreshed brand identity that is modern, confident, and human at its core. The new logo features a fingerprint motif, symbolizing individuality, trust, and the personal connections HGS builds every day with clients, customers, and employees. **The fingerprint isn't just a logo, it reflects a core philosophy that intelligence is profoundly human by design... A brand evolution rooted in HGS's operational DNA.**



"Everyone in the AI, technology services and BPO markets is promising transformation, almost no one is guaranteeing it today. This rebrand exists to end that ambiguity for HGS. Intelligent Experience is a deliberate stake in the ground. We are not here to be everything to everyone, we're here for organizations that are done being impressed by demos and ready to be measured by outcomes," said **Andrew Kokes, Chief Marketing Officer, HGS.**

[For more insights, check out the HGS Intelligent Experience video on hgs.com.](https://www.hgs.com)

About HGS

HGS is a global provider of technology, AI, and business services that helps organizations transform with confidence. Rooted in decades of operational excellence, HGS combines automation, analytics, artificial intelligence, and deep domain expertise to deliver Intelligent Experiences across the customer lifecycle, from digital customer care to back-office operations, human resources outsourcing, and advanced contact center solutions.

Building on our strong foundation in CX and business process management, we are expanding into new related areas by integrating technology, data, and operational insight to deliver real business results. Our Realized AI methodology brings discipline, speed, and certainty to transformation, delivering right-sized, practical solutions

PRESS RELEASE



that work here and now, including our 90-day ROIX commitment, which guarantees a Return on Intelligent Experiences.

HGS also operates NXTDIGITAL (www.nxtdigital.in), India's premier digital media distribution company, providing satellite, digital cable, and broadband services to over 4.8 million customers across 1,500 cities and towns.

Part of the multi-billion-dollar Hinduja Group, HGS takes a "globally local" approach with ~18,000 employees across 10 countries and 30 delivery centers, supporting some of the world's most recognized brands. For the year ended March 31, 2025, HGS reported total income of Rs. 4,958.8 crore (US\$586.1 million).

HGS. Experience Intelligence.

Learn more at <https://hgs.com>.