

October 3, 2024

BSE Limited
Corporate Relation Dept.
P. J. Towers, Dalal Street
Mumbai 400 001.
Scrip Code : 532859

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051.
Symbol : HGS

Dear Sir/Madam,

Sub: HGS Launches Global CX Hub in Cape Town, South Africa to Support International Clients with Next Generation Customer Experience

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

Kindly take note of the above.

For **Hinduja Global Solutions Limited**

Narendra Singh
Company Secretary
F4853

Encl : As above

HINDUJA GLOBAL SOLUTIONS LIMITED.

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E-mail: investor.relations@teamhgs.com Website: www.hgs.cx Corporate Identity Number: L92199MH1995PLC084610



HGS Launches Global CX Hub in Cape Town, South Africa to Support International Clients with Next Generation Customer Experience

New HGS facility in South Africa provides access to exceptional quality, high availability of young and capable workforce and geographic diversity to serve global clients across industries

Bengaluru, India – October 3, 2024: Hinduja Global Solutions ([HGS](#)) (listed on BSE & NSE), a leading provider of solutions in digital experience, business process management (BPM) and digital media services, today announced the opening of a new customer experience (CX) hub in South Africa to support both new and existing customers.

Located in Cape Town’s Woodstock neighborhood with good proximity to airports, hotels, and public transport, the new CX hub opens several permanent leadership and frontline positions to help support U.S., UK, and Australian clients in any industry. HGS expects to hire over 400 employees locally across voice and non-voice customer experience roles as well as corporate support functions by March 2025.

South Africa, the second-largest economy in Africa, is known for a large, well-educated, digitally savvy, and English-speaking workforce, with four universities ranked among the top 500 globally. Because of its time zone matches, it is very well suited to provide seamless service to Australia-New Zealand in the East, UK- EU at the centre and Americas on the west. It is also multi-cultural and can service consumers from all these diverse countries with aplomb.

“South Africa offers a deep pool of talent and CX culture that encompasses a range of sectors and skills, from technology to finance, creative industries and customer service,” said Partha DeSarkar, Group Chief Executive Officer of HGS. “By tapping into these incredible resources, we believe the new hub in Cape Town will drive exceptional results for our expanding global client base, delivering top-notch customer experiences and innovative solutions.”

By aligning IT, marketing, and customer experience teams, HGS addresses some of today’s biggest business challenges to competitiveness and growth — labor, productivity, and technology — across industries. HGS works to enhance every step of the consumer journey and increase customer lifetime value (CLV). To improve productivity and satisfaction, HGS combines high quality talent with a full range of customizable and ready-made AI, automation, and analytics (triple-A) technologies. This balance of technology and people enable HGS to innovate, optimize, and grow clients’ businesses.

To learn more about HGS South Africa, visit <https://hgs.cx/locations/south-africa/>.

About Hinduja Global Solutions (HGS)

A global leader in optimizing the customer experience lifecycle, digital transformation, business process management, and digital media ecosystem, HGS is helping its clients become more competitive every day. HGS’ core BPM business combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centers, and HRO solutions. HGS’ digital media business, **NXTDIGITAL** (www.nxtdigital.in), is India’s premier integrated Digital Delivery Platforms Company delivering services via satellite, digital cable and broadband to over 6 million customers across 1,500 cities and towns.



Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a “globally local” approach. HGS has 18,036 employees in nine countries, including 32 delivery centers, making a difference to some of the world’s leading brands across verticals. For the year ended March 31, 2024, HGS had total income of Rs. 5,087.8 crore (US\$ 614.5 million).

Visit <https://hgs.cx> to learn how HGS transforms customer experiences and builds businesses for the future.

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