



February 11, 2021

**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 (E)  
Mumbai - 400 051.

**Symbol : HGS**

Dear Sirs,

**Sub: HGS Digital Partners with CXM Leader Sprinklr to Develop and Execute Digital Marketing and Care Strategies**

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

Thanking you,

Yours faithfully,  
For **Hinduja Global Solutions Limited**

**Narendra Singh**  
**Company Secretary**

Encl : a/a.

**HINDUJA GLOBAL SOLUTIONS LIMITED**

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Corporate Identity Number:L92199MH1995PLC084610



HINDUJA GROUP



## HGS Digital Partners with CXM Leader Sprinklr to Develop and Execute Digital Marketing and Care Strategies

*Partnership will help large organizations maximize the potential of their Sprinklr platform with managed services and system integrations into third party platforms*

**CHICAGO** – February 11, 2021 – [HGS Digital](#) LLC, a business unit of Hinduja Global Solutions Ltd (listed in BSE & NSE), today announced a strategic partnership with Sprinklr, the Customer Experience Management (CXM) platform for modern enterprises. Sprinklr and HGS Digital will have a long-term managed services partnership to help the world’s most valuable brands develop and operationalize social care strategies while maximizing their software investment.

HGS Digital has been helping clients architect and successfully implement holistic digital experience strategies and tools since 2003. Sprinklr helps the world’s largest brands tackle digital transformation challenges by making it possible for them to listen to customers, learn from them, and use these insights to deliver personalized experiences at scale.

The combination of Sprinklr’s platform and HGS Digital’s technical expertise provides brands with the tools and resources to begin to look at customer care as a strategic asset.

“We know that creating and operationalizing a digital marketing and care strategy can be challenging. Our strategic partnership with HGS Digital alleviates challenges by helping customers create a strong foundation for effective customer experience management – delivering exceptional managed services, enablement, and integration support,” **said Luca Lazzaron, Chief Revenue Officer, Sprinklr.** “We’re thrilled to be partnering with HGS Digital to support the world’s most valuable brands.”

Businesses using the combined innovation of HGS Digital and Sprinklr benefit from:

- 20+ years of systems integration work.
- 20+ years of social care expertise.
- EPIC™ platform – Engage, Protect, Inform, Create.
- 3+ year partnership with 20+ shared clients.
- Joint technical teams that can analyze requirements and build, deploy, and manage seamless end-to-end solutions across systems.

“Sprinklr is a strategic long-term partner with a game-changing Customer Experience Management (CXM) platform used by the world’s most valuable brands,” **said Venkatesh Korla, HGS Digital CEO.** “Our EPIC platform layers listening, reporting, and automation on top of their best-in-class CXM platform to create frictionless customer experiences that help businesses increase revenue and reduce risk while creating strong customer relationships.”



### **About Sprinklr**

**Sprinklr** is the world's leading Customer Experience Management (CXM) platform. We help organizations listen to customers, learn from them, and show them love across digital channels. Headquartered in New York City with 2,000+ employees globally, Sprinklr works with the world's most valuable companies including L'Oréal, McDonald's, Microsoft and more than 50% of the Fortune 100. For more information, visit [sprinklr.com](https://sprinklr.com) or chat with us at [@Sprinklr](https://twitter.com/Sprinklr).

### **About HGS Digital:**

HGS Digital helps transform businesses into digital Customer Experience (CX) innovators by combining deep domain expertise with an understanding of how people interact with technology. HGS Digital creates frictionless digital experiences that solve business problems and improve customers' lives by tapping into its global team of more than 750 leading digital marketers, strategic thinkers, data innovators, user-centric designers and technologists across the US, UK, India, and the Philippines.

Specializing in a technology-agnostic approach, HGS Digital's customer-first digital, data and intelligent automation solutions help leading brands around the world improve customer engagement, optimize operations, reduce cost and increase revenue. As the digital experience and transformation brand of Hinduja Global Solutions (HGS), HGS Digital delivers leading-edge CX solutions for a wide variety of markets including automotive and manufacturing, CPG, retail, banking, finance and insurance, healthcare, telecom, consumer electronics, the public sector, and travel and hospitality.

Visit <https://www.hgsdigital.com/> to learn how HGS Digital can help make your business more competitive.

### **About Hinduja Global Solutions (HGS):**

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients. Part of the multi-billion dollar conglomerate Hinduja Group, HGS takes a "globally local" approach, with over 41,110 employees across 59 delivery centers in seven countries making a difference to some of the world's leading brands across nine key verticals. For the year ended 31<sup>st</sup> March 2020, HGS had revenues of US\$ 737 million.

Visit [www.teamhgs.com](http://www.teamhgs.com) to learn how HGS can help make your business more competitive.

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