

August 30, 2018

BSE Limited
Corporate Relation Dept.
P. J. Towers, Dalai 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

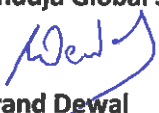
Dear Sirs,

Sub: HGS Awarded 2018 CRM Excellence Award

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

Thanking you,

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



Makarand Dewal
Company Secretary
Encl: a/a.

HGS Awarded 2018 CRM Excellence Award

HGS DigiCX Honored for Helping Clients Improve the Customer Experience

CHICAGO, August 30, 2018 – Hinduja Global Solutions (HGS), (listed on NSE & BSE in India) a global leader in business process management, has been granted the prestigious TMC 2018 CRM Excellence Award. With this most recent win, HGS continues to garner accolades as a digital transformation innovator.

“We are honored to be recognized for the expertise that differentiates us—the custom, co-created digital customer experiences we deliver for our clients,” said **Andrew Kokes, HGS Senior Vice President, Global Head of Marketing**. “We employ our digital capabilities—like social media, text, webchat, automation, and analytics—and unlock transformation potential and create vibrant customer experience with frictionless engagement.”

HGS was nominated for the organization’s DigiCX solutions suite, which is credited for optimizing customer experience through digital channel expansion that caters to today’s customer preferences.

DigiCX optimizes the ideal blend of self-service, automation, and agent-assistance that’s just right for the business and helps guide customers efficiently, over a variety of channel options, to the right answers to their questions. HGS’s DigiCX drives real outcomes for clients, such as a 140% increase in Net Promoter Scores (NPS), 70% reduction in operating costs and a 40% sales conversion spike.

The full DigiCX portfolio includes: HGS INSIGHT (analytics), DigiBOT® (front-office text, chat, and email automation), HGS WEB-HELP, HGS TEXT, (live and automated SMS support), HGS CHAT (live and automated online chat) and HGS SOCIAL (social media monitoring and engagement).

“The 19th Annual CRM Excellence Award honors HGS for being a true CRM partner to its customers and clients,” said **Rich Tehrani, TMC’s CEO and Group Editor-in-Chief**. “HGS has demonstrated to the editors of *CUSTOMER* magazine that DigiCX improved the processes of their clients’ businesses by streamlining and facilitating the flow of information.”

Based on hard data, the CRM Excellence Awards rely on facts and statistics demonstrating the improvements that the winner’s product has made in a client’s business. Winners were chosen on the basis of their product or service’s ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer.

“Today it’s crucial for brands to engage with customers on their preferred platforms, creating brand advocates and shaping customer sentiment,” **Kokes said**. “Our DigiCX engagement is about

leading with empathy, deep understanding, and treating every client, customer and employee as we want to be treated.”

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 true “globally local” approach, with over 44,854 employees across 75 delivery centers in seven countries making a difference to some of the world’s leading brands across nine key verticals. For the year ended 31st March 2018, HGS had revenues of US\$ 597 million.

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

About CUSTOMER

Since 1982, [CUSTOMER](http://www.customer.tmcnet.com) magazine (formerly *Customer Interaction Solutions*) has been the voice of the call/contact center, CRM and teleservices industries. *CUSTOMER* has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *CUSTOMER* strives to continue to be the publication that holds the quality bar high for the industry. Please visit <http://www.customer.tmcnet.com>.

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