

January 9, 2018

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

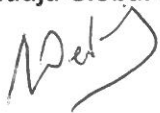
Dear Sirs,

Sub : HGS Partners with Inbenta to Enhance Customer Experience Solutions with AI Enablement of Bots & Brains™

We are enclosing 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.

HINDUJA GLOBAL SOLUTIONS LIMITED

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Corporate Office: Gold Hill Square Software Park, No. 690, 1st Floor, Hosur Road, Bommanahalli, Bengaluru - 560 068. India. Telephone: 91-80-4643 1000 / 91-80-4643 1222. Website: www.teamhgs.com

Corporate Identity Number: L92199MH1995PLC084610



HINDUJA GROUP



PRESS RELEASE

HGS Partners with Inbenta to Enhance Customer Experience Solutions with AI Enablement of Bots & Brains™

Partnership offers seamless integration of artificial intelligence and human agents to meet the demands of today's consumers

January 09, 2017 (CHICAGO) – Hinduja Global Solutions ([HGS](#)), (listed on NSE & BSE in India) a global leader in customer experience (CX), today announced an innovative partnership with [Inbenta](#), the natural language processing and artificial intelligence (AI) company. This partnership will enhance HGS's CX offerings for customers by providing a more efficient and seamless omnichannel integration of the HGS Bots & Brains approach to deliver smart two-way conversations that help consumers get to the right answer, fast.

HGS is the business process outsourcing (BPO) leader in providing unified customer experience solutions that start with self-service while leveraging analytics and AI to successfully manage conversations without the need for human intervention. Inbenta is a leader in self-service technology that uses AI and natural language processing to increase customer satisfaction and overall happiness, contributing to a company's bottom line. Together, HGS and Inbenta bring unmatched expertise and experience to strategically address consumer challenges and evolve the traditional call center approach. As a result, clients can expect tools that enable conversations to start in any channel of convenience for the customer, from chat to text to social messaging, and pivot seamlessly to human assistance, helping customers get the answers they need without having to start over each time.

"We are thrilled to partner with Inbenta to provide AI-powered technology and offer customers advanced contact resolution which smoothly transitions from bot to human," said **Parikshit Kalra, SVP, Solutions and Capabilities**. "HGS's commitment has always been to create win-win solutions and put ourselves in the shoes of the consumer. This partnership with Inbenta brings together two leading drivers of optimized CX to allow for better integration of bots and brains and ensure that our clients stay ahead of consumer demands for better business results."

"HGS's expertise in designing and implementing omnichannel experiences delivers unparalleled customer service experiences for its customers," **says Jordi Torras, Inbenta's CEO and Founder**. "Inbenta's conversational chatbot technology enriches HGS's existing solution by enabling quality self-service through intelligent AI conversation and a new way of buying product online through conversational commerce, which will insightfully direct users to the exact information they need, decrease the cost of serving the customer, while encouraging a better online customer experience."

HGS and Inbenta's business solution helps companies meet the growing needs of today's customer. Inbenta will give organizations the ability to add highly conversational, AI-powered [chatbot technology](#) to their HGS solution. An important part of the integration is the ability to have "conversational context" carryover, or the transition of the full conversation to a live agent, should one be needed. This carryover capability, which occurs in real time and with fully configurable escalation triggers, is available out-of-the-box for easy enterprise adoption.



PRESS RELEASE

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 45,900 employees across 69 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 2017, HGS had revenues of Rs. 3,711 crore (US\$ 555 million).

Log in to <https://www.teamhgs.com/> to know how we can help make you more competitive.

About Inbenta

Inbenta specializes in [Natural Language Processing](#) and [semantic search](#) to improve the customer experience. Support services such as [dynamic FAQs](#), knowledge management and chatbots improve business website searches, customer self-service, and e-commerce conversions.

With a team of expert linguists assigned to each client to help them understand the root cause of queries and make suggestions on updates to FAQs, Inbenta's products help businesses improve the overall online experience offered to customers. Inbenta's patented technology has greatly reduced incoming customer service emails and calls to call centers for industry-leading companies including Ticketmaster, CA Technologies and Schlage Locks. For more information about Inbenta, visit: www.inbenta.com.

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