PRESS RELEASE

HGS Recognized as a Leader in Ability to Add Current and Future Value to Customers in Telecommunications, Cable & Satellite Industries

NelsonHall's NEAT Vendor Evaluation for Customer Management Services Recognizes Hinduja Global Solutions as a leader in Overall Market Segment for Telecommunications, Cable and Satellite

December 11, 2014, NY, USA: Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India) today announced its "Leader" ranking in overall market segment for Telecommunications, Cable and Satellite in the **NelsonHall Vendor Evaluation and Assessment Tool (NEAT) for Customer Management Services (CMS).**

HGS's ranking as a "Leader" is based on the company's ability to deliver immediate benefits to clients by optimizing customer experience while focusing on improving quality and reducing operational cost.

Commenting on the announcement, **Chris Lord, Senior Vice President, Global Growth Strategy and Marketing** said, "It is an honor to be considered a Leader in the overall market segment for Telecommunications, Cable, and Satellite CMS. This emphasizes our domain expertise and our ability to help clients retain their valuable customers and capture greater revenue per customer. This competitive evaluation reaffirms our commitment to lead communication companies through their digital transformation journey and create new opportunities for them to consolidate their business through analytics, customer experience blueprint mapping and self-service automation. We will continue to innovate on behalf of our clients to help them stay competitive in the market."

Keeping customers and growing revenue cost effectively in today's hypercompetitive world requires solutions that seamlessly address inquiries in the customer's preferred channel of convenience. Communication companies that are increasingly looking to enhance user experience are turning to partners such as HGS to provide that edge that will ultimately impact their bottom line. HGS's extensive capabilities as a digital transformation leader includes a gamut of solutions for a unified customer experience. Its digital online solution enables clients to listen, participate, socialize and influence customers through various online, mobile and social media channels.

"We are delighted to see HGS emerge as a leader in Customer Management Services in the Telecommunications, Satellite & Media sector," said **Nick Clark - Head of Loyalty at TalkTalk**. "HGS is a long-standing partner and it is not surprising to see them recognized for their ability to deliver transformational change. We look forward to continued support from them to help our customers save money."

According to the NelsonHall report, HGS, with its long term engagement with global clients and onshore delivery capabilities in US, UK, Canada and India markets, is well placed as a leading player in the telecommunication, cable and satellite CMS industry sector.

Vicki Jenkins, CMS Industry Analyst with NelsonHall, said "Telecommunications, Cable, and Satellite organizations are primarily looking to increase customer satisfaction (CSAT) and

reduce cost. HGS has the ability to not only deliver immediate benefits but it is also well positioned to meet the future requirements of its CMS telecommunications, cable, and satellite industry clients. HGS has assisted its clients through difficult service changes and expansions. It also provides a Move Concierge program and has demonstrated the ability to assist in retaining customers as they move to new homes. Its process improvement solution to reduce truck rolls has reduced cost and impacted CSAT positively for its clients".

For more details on the report visit our website **NEAT Evaluation for HGS**

-ends-

About NelsonHall:

NelsonHall is the leading global BPO, HRO and IT outsourcing research & analysis firm with analysts across the US, UK and Continental Europe. Founded in 1998, the Company takes a global approach to analysis of vendors and outsourcing markets and is widely respected for the quality and depth of its research. NelsonHall also offers a suite of "Speed-to-Source" tools, (NEAT), that assist buy-side executives in saving time and money, while enhancing the quality of their sourcing decisions, in business process outsourcing and IT outsourcing evaluations. In particular, NelsonHall helps organizations ensure that key BPO and ITO sourcing decisions are based on industry reality not market hype, providing the detailed and objective market and supplier knowledge required for sourcing success through its sourcing tools, online information, and unrivalled analyst access.

About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provide a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction transformation design to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS expertise span the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with 28,000 employees in 60 worldwide locations delivering localized solutions. For the year ended 31st March 2014, HGS had revenues of US $412 million. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world's most recognized brands.

Contact Us:

Hinduja Global Solutions

Name: Chris Lord

Ph: +1-416-435-1292

Email: Chris.Lord@teamhgs.com