



**HRH NEXT SERVICES LIMITED**  
**CIN:** L72200TG2007PLC052582  
**Reg. Off:** G.J. House, 2<sup>nd</sup> Floor, 4-1-976,  
Abid Road, Hyderabad-500001, Telangana  
**Cont. No:** (040) 2475 4338, (040) 2475 4339  
**Email-Id:** info@hrhnext.com  
**Website:** www.hrhnext.com

**Date:** September 11, 2025

To,  
**Listing Compliance Department**  
**National Stock Exchange of India Limited**  
Plot No. C1, Exchange Plaza, Block-G, Bandra Kurla Complex  
Bandra (East), Mumbai - 400051, Maharashtra, India

Respected Sir/ Ma'am,

**Sub:** Press Release – New Product Launch – AINA - HRH Next's new vernacular AI Services Division  
**Ref:** NSE Symbol: **HRHNEXT**

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("LODR Regulations"), enclosed herewith is the Press Release for launch of New Product, AINA - HRH Next's new vernacular AI Services Division.

*(Disclaimer: Certain statements in the Press Release that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances)*

A copy of the Press Release is made available on the Company's website at [www.hrhnext.com](http://www.hrhnext.com).

You are requested to take the above on record.

Thanking you

Yours Truly  
For **HRH NEXT SERVICES LIMITED**

**ANKIT SANJAY SHAH**  
Managing Director  
**DIN:** 00218044



## HRH NEXT CONTACT CENTER SERVICES LIMITED



**Legacy:** 80 years



**Expertise:** Omnichannel  
(Voice | Chat | Email | Digital)



**Strengths:** Strong financials |  
Certifications | Scalable growth



**Workforce:** Multilingual, tech-  
enabled, analytics-driven



**Sectors:** Telecom | Foodtech |  
Fintech | E-commerce |  
Edtech | Healthcare | Others



**Edge:** AI transformation  
for efficiency & Customer  
Experience

## HRH NEXT SERVICES: THE TRUSTED VOICE BEHIND LEADING BRANDS



### Trusted Brand Voice

HRH Next representatives embody leading brands with pride, professionalism, and empathy, making customers feel directly connected to their favorite businesses.



### Seamless Engagement

With advanced technology, expertise, and personalized care, HRH Next delivers smooth, meaningful interactions that build loyalty and trust.



### Empowered Workforce






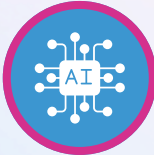

A well-trained, passionate team equipped with cutting-edge tools ensures consistent, effective, and memorable customer experiences.

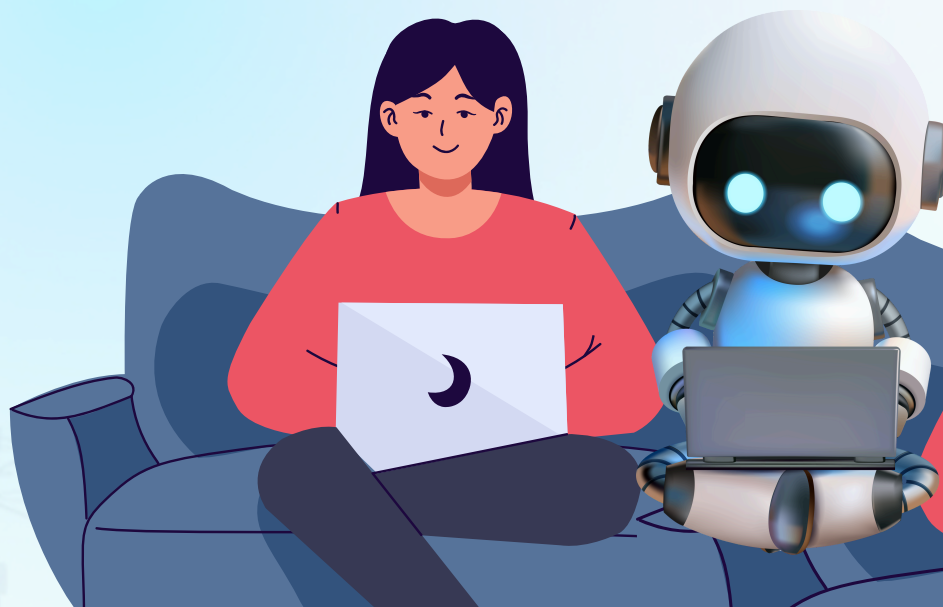




# INTRODUCING AINA: HRH NEXT'S REVOLUTIONARY AI VOICE OF INTELLIGENCE

Meet **AINA (Artificial Intelligence for the New Age)**, HRH Next's vernacular AI services division transforming customer support with a human touch. AINA listens, learns, and responds empathetically, making every interaction smoother, faster, and more meaningful.

 <p><b>Real-time agent assistance</b> boosting executive capabilities and first-contact resolution</p>	 <p><b>24/7 voicebots and intelligent chatbots</b> offering multilingual support across diverse Indian languages and dialects</p>	 <p>Fully <b>automated call audits</b> ensuring real-time quality and compliance checks</p>
 <p><b>Workflow automation</b> that streamlines customer journeys and enhances process accuracy</p>	 <p><b>Operational analytics &amp; predictive insights</b> tailored to improve retention, revenue, and customer satisfaction</p>	 <p><b>AI-driven HR video bot</b> interviews analyzing communication and sentiment for efficient hiring</p>
 <p><b>Automated learning management systems</b> personalizing staff training, assessments, and certifications</p>		





# POWERING GROWTH ACROSS INDUSTRIES



## Foodtech:

AINA streamlines order tracking, refunds, and delivery updates in local languages, boosting customer satisfaction.

## Healthcare:

AINA simplifies appointment booking, test result updates, and reminders, improving patient experience.



## E-commerce:

AINA automates queries on shipping, returns, and products, increasing sales conversion and loyalty.

## Fintech:

AINA provides 24/7 multilingual support for KYC, transactions, and loan updates, ensuring trust and compliance.



## OUR CLIENTELE

## OUR TECHNOLOGY PARTNER



## MESSAGE FROM THE MD's DESK

### Dear Investors,

As we step into a new era with AINA, our vernacular AI-driven services division, we are not only enhancing customer experience but also significantly strengthening our business fundamentals. AINA reflects our vision of combining technology with empathy, creating an impact across costs, efficiency, and revenue growth.

#### Impact of AINA on Business & Operations

##### First-Call Resolutions

15–20% 

Multi-lingual, empathetic communication powered by AINA.

##### Agent Productivity

20–25% 

AI assistance helps agents handle more queries per hour.

##### Accuracy in QA

99%

Automated compliance & sentiment monitoring.

#### Cost Reduction Through AINA

##### Employee Costs

5–7% 

Routine queries automated, reducing reliance on human agents.

##### Faster Training

30%

Live AI guidance cuts onboarding & training cycles.

##### Operational Expenses

10–12% 

Automation in routing, prediction & responses saves costs annually.

#### Expansion & Scalability with Automation

##### Client Capacity

10–12% 

Automation enables serving more clients without extra headcount.

##### Regional Languages

+5

Expanding reach into Tier-2 & Tier-3 markets in Year 1.

#### Impact on Revenue & Topline

##### Topline Growth

5–10% 

Higher client capacity & multilingual support drive revenue.

##### EBITDA Margins

1–2% 

Cost optimization through automation boosts profitability.

##### Churn

2% 

Better experiences strengthen customer retention & recurring costs.

“

AINA is more than technology; it is our growth engine. By combining empathy with AI, we are not only improving efficiency and reducing costs but also expanding our capacity to serve new markets and clients. With AINA, we foresee a **7% reduction in people costs, an increase of 5–10% in topline as a start, and a 3–4% uplift in margins.** This is the beginning of a transformative journey where our business scales sustainably, and our investors see long-term value creation.

**–Ankit Sanjay Shah**  
Managing Director, HRH Next Services Ltd.

