



HRH NEXT SERVICES LIMITED

CIN: L72200TG2007PLC052582

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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: Intimation under regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR, 2015") and SEBI Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024.

Ref: NSE Symbol: **HRHNEXT**

In furtherance to our earlier intimation dated July 30, 2025 regarding launch of AI Wing and pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("LODR Regulations") read with SEBI Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, we wish to inform your esteemed organization that **HRH Next Services Limited** ("the Company") has launched a new product, "**AINA**" - **HRH Next's new vernacular AI Services Division**.

A copy of the Press Release regarding the product Launch is also enclosed herewith and will also be made available on the Company's website at www.hrhnext.com.

(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)

The details regarding the aforesaid product launch as required pursuant to the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are set out in **Annexure - I** to this letter.

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

CONTACT CENTRE SERVICES

ANNEXURE-I

S. No.	Particulars of Disclosure	Disclosure
1.	Name of the Product	AINA - Artificial Intelligence for the New Age
2.	Date of launch	September 11, 2025
3.	Category of the product	Artificial Intelligence (AI) based Customer Support Services
4.	Whether caters to domestic/international market	Domestic Market
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable



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






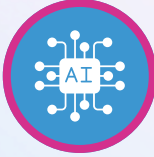

A well-trained, passionate team equipped with cutting-edge tools ensures consistent, effective, and memorable customer experiences.

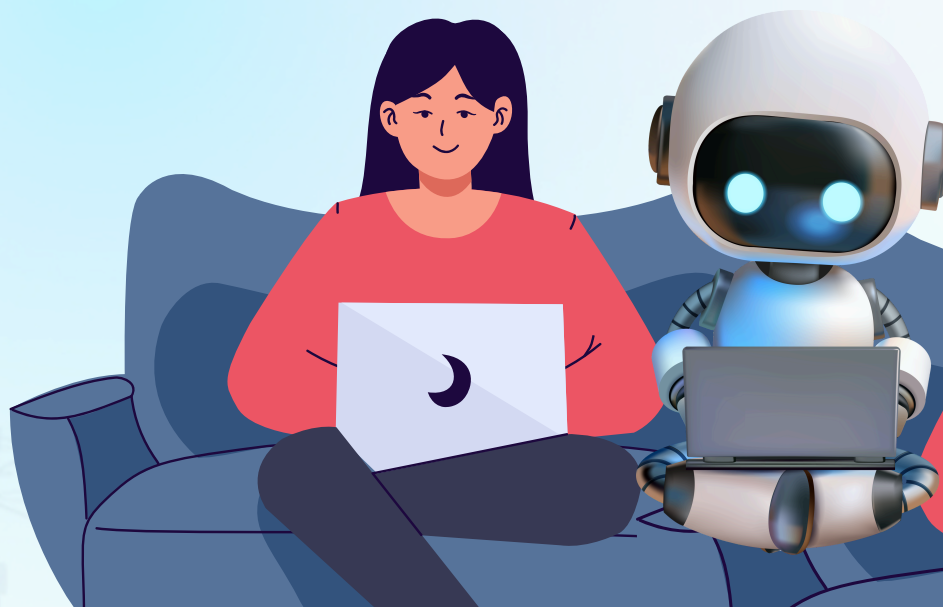




INTRODUCING AINA: HRH NEXT'S REVOLUTIONARY AI VOICE OF INTELLIGENCE

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

