



For immediate release

HGSL acquires U.K. based Careline Services

Bangalore, June 21, 2010: HGSL, a leading provider of Outsourcing Solutions to a Global Clientele of Fortune 500 companies, has announced that it has, through its European subsidiary, acquired a 100% stake of U.K. based Customer Relationship Management company – Careline Services.

Careline Services is a leading contact centre provider servicing more than 20 marquee customers across verticals such as Government, FMCG, Financial Services, Automobiles, Telecom & Retailers. Established in 1997, it offers a range of services for inbound and outbound interactions and has over 1000 highly trained employees across 3 sites in the U.K. - 1 in London and 2 in Scotland. It handles in excess of 50,000 customer interactions every day across multiple channels and in 14 languages. The CEO of Careline Services, the Senior Management team and key employees of Careline Services will continue in their roles after the acquisition.

This acquisition will act as a launch pad for HGSL to enter the large UK and European Markets and will also be a platform to cross sell its global delivery model to Careline's European client base. This is HGSL's first acquisition in UK and it expects to grow the business rapidly in the next few years. With this acquisition, HGSL will have a presence in 29 delivery centres across the USA, India, Philippines, Canada, Mauritius and the U.K. and its global headcount will cross 16,000 people.

Commenting on the acquisition, Mr. Partha Sarkar, CEO of HGSL said *“Our acquisition of Careline Services is a continuation of our endeavor to expand the global footprint of HGSL. This acquisition provides us entry into the European market which offers great promise for the future and we are looking at expanding our presence here at a fast pace.*

Careline is a strategic fit as it opens up a new geography and provides access to new clients. This enhances our ability to meet customers' expectations of delivering services across different geographies."

Charles Cooper-Driver, the Managing Director and Co- founder of Careline Services, added *"HGSL is a leading BPO company which has a proven track record of delivering services across multiple countries. We believe that the association with HGSL would provide us invaluable expertise of managing size and scale as Careline expands its operations in UK. The acquisition marks the next phase of growth for Careline and strengthens our ability to act as a strategic business partner to our clients. As part of a global business that is both financially strong and technologically advanced and that has a worldwide service delivery network, we will be well placed to provide increasingly sophisticated solutions to our national and international client base both in the UK and in Europe."*

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About Hinduja Global Solutions Ltd. (HGSL)

Hinduja Global Solutions, a part of the multi-billion dollar conglomerate - Hinduja Group, excels in providing outsourcing solutions that include Back Office Processing, Contact Center services and customized IT solutions to its global clientele comprising several Fortune 500 Companies. HGSL has been ranked the Best performing Call Center Worldwide by the Global Services Magazine in association with Neo IT in January 07. HGSL serves over 80 clients through its 26 delivery centres in India, United States, UK, Canada, Mauritius and Philippines. The Company employs over 15,500 people worldwide and reported revenues of \$193 million in the fiscal year 2009-10. HGSL is a public limited company, listed on both the leading stock exchanges in India, the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

About Careline Services

Founded in 1997, Careline is a top 10 UK provider of customer and prospect management outsourcing services. Its services include customer acquisition, customer retention and customer care. It caters to marquee clients in both the private and public sectors, and its list of customers include some of the UK's most reputable brands, including Unilever, Sky, Virgin and the Post Office.

Careline has over 1000 highly trained agents across 3 locations in the UK - Chiswick (West London), Selkirk (near Edinburgh) and Alness (near Inverness) and handles in excess of 50,000 customer interactions a day across multiple channels and in 14 languages. It is a member of the Call Centre Association (CCA), the Direct Marketing Association (DMA) and authorised by the Financial Services Authority (FSA).

Disclaimer

Some of the statements in this document that are not historical facts are forward looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate.

These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements. These risks include, but are not limited to, the level of market demand for our services, the highly-competitive market for the types of services that we offer, market conditions that could cause our customers to reduce their spending for our services, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

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