

HGS Recognized as a Leader in Digital Marketing

NelsonHall's NEAT Vendor Evaluation Ranked Hinduja Global Solutions as a Leader in Digital Marketing Segment for Marketing BPS Industry

August 3, 2015 – According to the global ITO and BPO research and analysis firm NelsonHall, Hinduja Global Solutions Limited (HGS) (Listed on NSE and BSE, India) ranks as a “Leader” in Marketing Business Process Services (BPS). In the research firm’s **2015 NelsonHall Vendor Evaluation and Assessment Tool (NEAT) Report**, HGS was listed as a Leading provider in the following market segments: Overall Marketing BPS, End-to-End Marketing BPS Support, Campaign Management Execution, and Digital Marketing Execution.

This acknowledgement is a result of HGS’s ability to provide digital strategy, design and execute integrated digital marketing campaigns resulting in brand enhancement, lead generation, and effective ROI.

Digital transformation is a key part of HGS’s vision of creating a unified customer experience strategy across various customer touchpoints. As part of HGS’s Marketing and Digital Enablement Service Offering (MDES), HGS excels in managing the entire customer lifecycle across digital and social channels including: journey mapping, persona identification, user interface design, web and mobile apps, gamification, e-commerce enablement, search, social media marketing and profiling.

“The NEAT Report ranking underscores our ongoing commitment and success in helping our clients optimize the customer experience through unified communications,” said **Chris Lord, Senior Vice President, Global Growth Strategy and Marketing**. “As the Digital Revolution continues to gain momentum, the key is to create memorable online customer experiences and focus on the moments that matter most. Our digital marketing capabilities are a critical component of capitalizing on this strategy.”

HGS provides support and solutions to its current client portfolio of companies across various industries including: consumer packaged goods, retail, public sector, travel, hospitality, telecom, banking, financial services & insurance, and healthcare.

Mike Cook, CMS Analyst with NelsonHall, said “HGS has developed advanced capabilities to manage and execute digital marketing content, social media marketing and creative content management on behalf of clients in the U.S, U.K and APAC”

For more details on the report, visit our website page <http://124.30.44.230/teamhgs/digital-marketing-execution>

About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management services from



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marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS's expertise spans 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 over 28,000 employees in 60 worldwide locations delivering localized solutions. For the year ended March 31, 2015, HGS's revenue was approximately U.S. \$458 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

About NelsonHall

NelsonHall is the leading global BPO and ITO research and 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 BPO and ITO evaluations.

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