

HGS launches community outreach program

*Ties up with NGO Magic Bus to design and deliver the talent development programme
Plans to touch over 5,000 children and 1,800 youth in next three years*

Mysuru, India – May 07, 2015: Hinduja Global Solutions (HGS), a global leader in Business Process Management (BPM), has announced the launch of its community development and school outreach programme in India. HGS has partnered with Magic Bus, an NGO at the forefront of Activity-Based Learning, for this programme.

The objective of the programme is to significantly increase the proportion of youth moving into the employment arena by providing holistic education centered on youth's needs and experiences. This one-of-a-kind customized sustainability programme will include induction, need assessment and personal plan development for youth. The programme will also focus on improving education of both girls and boys and health standards for children by leveraging sports and activities as a channel to bring about positive change.

"Our programme reflects HGS' core value of people empowerment in the communities that we operate in and our drive toward excellence in everything we do. With this programme, we take forward our mission to empower the lesser privileged communities around the world," Anthony Joseph, Global head of HR and CSR at HGS said on the occasion.

He added, *"India is currently facing a daunting challenge of equipping our youth with appropriate skills and attitudes to succeed in the job market. Our intention is to help bridge the gap between talent availability and work opportunities. Accordingly, in the communities we touch, we will provide holistic education beyond academic knowledge, and equip children and youth with real-life skills required to face the world. We will maximize impact by customizing projects across locations."*

"We are grateful to the Hinduja Global solutions for believing in our cause and for investing in the future of India's children and youth. Our programme will reach 5000 children in Andhra Pradesh and West Bengal plus 1800 youth in the 3 parts of the country: Mysore in Karnataka, Guntur in Andhra Pradesh and Siliguri in West Bengal. We are flagging off the partnership with the launch of a Magic Bus Livelihood Centre in Mysuru today. This Centre will support 1000 youth with mentoring, employability-related information and connect them to existing market opportunities," said Pratik Kumar, CEO, Magic Bus.

Launched today at HGS' Mysuru delivery center, the programme will be expanded across its India locations this year. In the next three years, we intend to reach out to about 5,000 children and 1,800 youth in the districts of Mysore (Karnataka), Guntur (Andhra Pradesh) and Siliguri (West Bengal).

About Hinduja Global Solutions (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 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 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 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.

www.teamhgs.com

About Magic Bus:

Magic Bus (www.magicbus.org) is a non-profit working with 300000 children from some of India's poorest neighbourhoods. At Magic Bus, we move children out of poverty by nurturing them on a journey through from childhood to livelihood. We focus on the vital inputs of education, personal and community healthcare, gender equality and livelihood to ensure that young people make the right choices from childhood all the way through to gainful employment when they are grown up. Local community leaders are trained to deliver an award-winning curriculum that uses sport as a metaphor to address complex development issues through the formative years of a child's life. Every participant is offered a livelihood programme which focuses on ensuring young people actually get a job.

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