

18th October 2023

To:

**National Stock Exchange of India
Limited (Scrip Code: FSL)**
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (East),
Mumbai - 400 051

BSE Limited (Scrip Code: 532809)
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Madam/ Sir,

Sub: Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find attached herewith the press release titled “**Firstsource identified as a Leader in the 2023 ISG Provider Lens™ Customer Experience Services Report for Europe**” which will be disseminated shortly.

The Press release is self-explanatory and the same is attached herewith.

We request you to take the above on record.

Thanking you,

For **Firstsource Solutions Limited**

Pooja Nambiar
Company Secretary
Encl.: A/a

Firstsource Solutions Ltd.

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(CIN: L64202MH2001PLC134147)

Firstsource identified as a Leader in the 2023 ISG Provider Lens™ Customer Experience Services Report for Europe

London, UK | October 18, 2023: [Firstsource Solutions Limited](#) (NSE: FSL, BSE:532809), a global provider of Business Process Management (BPM) services and an RP-Sanjiv Goenka Group company, has been identified as a **Leader** in the **2023 ISG Provider Lens™ Customer Experience Services report for Europe**. The report evaluated 28 vendors across critical pillars of customer experience that included people, technology, process, and data, with **Firstsource named a Leader across all four categories – Digital Operations, Hybrid Working Solutions, Intelligent CX (AI & Analytics), and Social Media CX Services**.

Providers identified as ‘Leaders’ have a comprehensive product and service offering, a strong market presence, and an established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Rajiv Malhotra, Head of Europe at Firstsource, said “We’ve made big investments in the entire fabric of customer experience with our DECX practice, including a targeted focus on AI and ML, to improve outcomes for our clients in customer satisfaction, retention, sales and acquisition. This is the third consecutive year ISG has rated us a Leader in all four categories, and I’m delighted that this year they rated us especially strongly in Intelligent CX (AI & Analytics). We continue to develop AI use cases and deploy them for our clients.”

According to the ISG report, the contact center industry in Europe is evolving in line with global trends, driven by enhanced AX and cost optimization. Flexible work conditions, AI adoption, and hybrid models ensure staff retention and improve productivity. Technological advancements such as AI and cloud solutions redefine customer interactions without compromising CX.

Dr. Kenn Walters, ISG Global Lead Analyst, said “Firstsource has powerful, advanced AI-driven platforms and solutions with significant multiple vertical-specific expertise and effective delivery. The company’s Digital First, Digital Now approach helps organizations reinvent operations, enabling them to deliver efficient CX.”

Additional Information

- To view a complimentary copy of the ISG Provider Lens™ Customer Experience Services for Europe, visit [here](#)
- To learn more about Firstsource’s Digitally Empowered Customer Experience, visit [here](#)
- Follow [Firstsource](#) on X and on LinkedIn [Firstsource](#)

About Firstsource

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL:IN), is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology, and other industries. The Company’s ‘Digital First, Digital Now’ approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage. With an established presence in the US, the UK, Mexico, India, and the Philippines, Firstsource acts as a trusted growth partner for over 150 leading global brands, including several Fortune 500 and FTSE 100 companies. (www.firstsource.com)

Media Contacts

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