



3i Infotech[®]
LIMITLESS EXCELLENCE

April 21, 2022

BSE Limited

Sir Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 001
Security Code: 532628

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C-1, Block G
Bandra Kurla Complex,
Mumbai – 400 051
Scrip code: 3IINFOLTD

Dear Sir/ Madam,

Sub: Press Release

Please find enclosed herewith a Press Release issued by the Company, titled “**3i Infotech bags Rs. 12 Cr. Digital BPS transformational deal with a leading insurance company in India**”.

You are requested to take the same on record.

Thanking you.

Yours faithfully,
For 3i Infotech Limited

Varika Rastogi
Company Secretary

Encl: As Above



PRESS RELEASE

3i Infotech bags Rs. 12 cr Digital BPS transformational deal with a leading insurance company in India

Bangalore, April 21, 2022 – [3i Infotech Limited](#) (BSE: [532628](#), NSE: [3IINFOLTD](#)), a global Information Technology company, committed to accelerating business transformation, has signed a premium high margin Digital Business Process Services (BPS) transformational deal worth Rs. 120 mn (Rs. 12 cr), with one of India's leading Insurance TPA companies. The contract is spread over three years and the process will be delivered from their new centre at Hyderabad. As part of the deal, the company will be driving customer experience transformation through its integrated omni channel contact centre platform with automated service quality automation and end-to-end business process management linked to the client's business KPI.

The omni channel platform will be embedded with self-learning AI systems to assist customer support associates with real-time Cognitive assistance. It would also come bundled with Virtual Agent Assist, Email Automation and Flow Based Chatbots to cater to customer's claim queries. The process will involve delivering inbound voice customer services and slowly transforming the digital tools to deflect call volumes to digital channels which include app, chat and email using self-service bots.

In the next phase, 3i Infotech will work on automating their claims management and also partnering in transforming their IT applications.

Commenting on the new client win, **Kiran Chittar, Business Head - Digital BPS, 3i Infotech Limited** said, "We are seeing a huge uptake in our Digital BPS services offering, and this latest win of ours will add to our marquee set of clients who are on the path to digital transformation. Organisations are looking at higher return on investments and greater scale in this highly competitive market, and we will partner them in achieving this. With the human to humanoid convergence, our digital integrated programs for CLM, Sales, Collections, Tech HelpDesks, and Back Office Automation will deliver the above proposition. Our multiple innovative 'Tech Implants' will drive superior customer experience and increase revenue."

"Our digital-first strategy involves disrupting the traditional vanilla BPO business by adding an AI/ML led 'Digital Command Centre' layer over and above the people & contact centre operations, thereby empowering the agent as well as optimizing customer experience across all communication channels and processes," **he further added.**

This announcement comes at the back of 3i Infotech's plan to hire 500 employees for its newly set up BPS division in HITEC City, Hyderabad, to serve its regional and market specific clientele.

About 3i Infotech

Headquartered in Mumbai, India, since inception in 1993, 3i Infotech has been committed to driving business value across multiple industry verticals. 3i Infotech, today, has emerged as a leading name in propelling the current wave of digital transformation initiatives, with deep domain expertise across BFSI, Healthcare, Manufacturing, Retail and Government sectors. The Company has over 4500 employees in 32 offices, 15 countries and across 4 continents. With a wide range of IT services, 3i



Infotech has successfully transformed business operations of 1,200+ customers across 50 countries. The Company has a very strong foothold and client base in geographies like North America, India, Asia Pacific, Middle East and Kingdom of Saudi Arabia.

Website: <https://www.3i-infotech.com/>

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