



November 30, 2022

BSE Limited

Corporate Relation Dept.
P. J. Towers, Dalal Street
Mumbai - 400 001

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

Scrip Code : 532859

Symbol : HGS

Dear Sirs,

Sub: Press Release - HGS Launches Global Customer Experience Hub in Barranquilla, Colombia To Support Multilingual Customer Experience Needs

We are enclosing herewith a Press Release being issued by the Company titled “HGS Launches Global Customer Experience Hub in Barranquilla, Colombia To Support Multilingual Customer Experience Needs”.

You are requested to kindly take the same on record.

Thanking you,

For **Hinduja Global Solutions Limited**

Narend

ra

Singh

Digitally signed by
Narendra Singh
Date: 2022.11.30
12:22:30 +05'30'

**Narendra Singh
Company Secretary
F4853**

Encl : As above

HINDUJA GLOBAL SOLUTIONS LIMITED

Regd. Office: Hinduja House, No. 171, Dr. Annie Besant Road, Worli, Mumbai - 400 018. India. Telephone: 91-022-2496 0707, Fax: 91-22-2497 4208, Website: www.teamhgs.com
Corporate Office: Gold Hill Square Software Park, No. 690, 1st Floor, Hosur Road, Bommanahalli, Bengaluru - 560 068. India. Telephone: 91-80-4643 1000 / 4643 1222

Corporate Identity Number:L92199MH1995PLC084610



HINDUJA GROUP

HGS Launches Global Customer Experience Hub in Barranquilla, Colombia To Support Multilingual Customer Experience Needs

Career opportunities for leadership, HR, training, and frontline customer advocates

Bengaluru, India and Barranquilla, Colombia – November 30, 2022: Hinduja Global Solutions (HGS) (listed in BSE & NSE), a digital-led CX transformation leader for the world’s most admired brands, today announced the opening of a new multilingual customer experience (CX) hub in Colombia to support customers with English, Spanish, and Portuguese CX requirements. Located in Barranquilla on the northern coast of the country, the new modern contact center location opens several permanent leadership and frontline positions to help support customers through the holiday season and beyond.

HGS expects to hire over 150 employees locally across voice and non-voice multilingual service roles as well as corporate support functions by January 2023, and ramp up going forward. The HGS Colombia CX hub will support clients in the logistics and consumer industries and add other clients subsequently.

“Colombia has been growing steadily as an attractive nearshore destination for CX services, and we are delighted to establish presence here. Our industry demands skills, innovation, and agility, attributes that define the highly educated talent available in this region. We believe the new hub in Barranquilla will act as a catalyst to significantly scale our CX capabilities for our expanding multilingual client base globally,” said **Partha DeSarkar, Group Chief Executive Officer of Hinduja Global Solutions.**

HGS has been in-market in Colombia for eight years, providing multilingual customer, product, and technical support for clients in verticals including telecom, healthcare, banking and finance, energy, and retail. Colombia, the third-largest country in Latin America, is known for accent-neutral and articulate Spanish-speakers, with three universities ranked in the top 500 in the world, and a strong telecommunications infrastructure throughout the country.

By aligning marketing, IT, and customer experience teams, HGS addresses some of today’s biggest business challenges to competitiveness and growth — labor, productivity, and technology — across industries. HGS works to enhance every step of the consumer journey and increase customer lifetime value (CLV). To improve productivity and satisfaction, HGS combines high quality talent with a full range of customizable and ready-made AI, automation, and analytics (triple-A) technologies. This balance of technology and people enables HGS to innovate, optimize, and grow clients’ businesses.

Applicants for Customer Service Representative (CSR) professional roles will need a minimum high school diploma (or GED or equivalent) and 1-2 years of experience serving in a technical



PRESS RELEASE

support capacity in customer service. Additional requirements for all open positions, including those in leadership and operations, are detailed individually in the job listings.

“Expanding our geographical footprint into South America is an exciting new endeavor for HGS, as well as a fantastic opportunity for both new and current clients, particularly for North American businesses desiring a nearshore option,” said **Avesh Jha, Sr. Vice President – OD & Head HGS Colombia**. “For candidates, HGS offers them a fantastic opportunity to work on digital-led customer experience programs for some of the leading global brands along with competitive employment benefits.”

Additional resources

- Explore HGS’s consumer engagement, digital CX, and business process management (BPM) solutions on hgs.cx
- Know more at [HGS Colombia](#) and [HGS Colombia | Barranquilla | Facebook](#)
- Follow HGS on [LinkedIn](#), [Facebook](#), and [Twitter](#)

About Hinduja Global Solutions (HGS):

A global leader in optimizing the customer experience lifecycle, digital transformation, and business process management, HGS is helping its clients become more competitive every day. HGS combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centers, and HRO solutions. Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a “globally local” approach. HGS has 23,146 employees across 33 delivery centers in seven countries, making a difference to some of the world’s leading brands across verticals. For the year ended March 31, 2022, HGS had revenues of Rs. 57,959 million (US\$ 779 million), including the Healthcare Services business. Visit <https://hgs.cx/> to learn how HGS transforms customer experiences and builds businesses for the future.

HGS Media Contact:

Thanuja B M

Hinduja Global Solutions Limited

Tel: +91 80 4643 1000

Email: thanuja.megharaj@teamhgs.com