



July 18, 2023

BSE Limited
Corporate Relations Department
P.J. Towers, Dalal Street,
Mumbai - 400 001.

Scrip code: 532859

National Stock Exchange of India Limited
“Exchange Plaza”,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051.

Symbol : HGS

Dear Sirs,

Sub: HGS Colombia to ramp up to more than 300 employees by end of 2023

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Thanking you,

Yours faithfully,
For **Hinduja Global Solutions Limited**

Narendra Singh
Company Secretary

Encl : a/a.

HINDUJA GLOBAL SOLUTIONS LIMITED

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Corporate Identity Number:L92199MHI995PLC084610



HINDUJA GROUP

HGS Colombia to ramp up to more than 300 employees by end of 2023

New center in Barranquilla was inaugurated by HGS' Group CEO and key Government officials

Bengaluru, India and Barranquilla, Colombia – July 18th, 2023: Hinduja Global Solutions (HGS) (listed on BSE & NSE), a leading provider of solutions in digital consumer experience (CX), business process management (BPM) and digital media services, today announced the inauguration of its multilingual customer experience (CX) hub in Barranquilla, Colombia. The inauguration was attended by HGS' Group CEO Partha DeSarkar and eminent government officials from the country.

At present, the CX hub has more than 150 employees and is expected to ramp up to more than 300 by the end of 2023. The hub, which initially began operations in November 2022 from a co-working space, is currently supporting clients with English, Spanish, and Portuguese CX requirements. Located in Barranquilla on the northern coast of the country, the new modern contact center location currently supports clients in the logistics and consumer industries and will add other clients subsequently.

The inauguration of the center was done in the presence of:

- Barranquilla's Mayor Mr. Jaime Pumarejo
- Procolombia's Senior Investment Advisor Mr. Daniel Aranguren Casas
- Group CEO of HGS Mr. Partha DeSarkar
- Other HGS officials

Colombia has been growing steadily as an attractive nearshore destination for CX services, led by many advantages including the presence of high-quality multi-lingual talent, multiple universities, and time zone alignment to North America markets. HGS believes that the new hub in Barranquilla will act as a catalyst to significantly scale its CX capabilities for its expanding multilingual client base globally.

Additional resources

- Explore HGS' consumer engagement, digital CX, and business process management (BPM) solutions on [hgs.cx](https://www.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, business process management, and digital media ecosystem, HGS is helping its clients become more competitive every day. HGS' core BPM business combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centers, and HRO solutions. HGS' digital media business, **NXTDIGITAL** (www.nxtdigital.co.in), is India's premier integrated Digital Delivery Platforms Company delivering services via satellite, digital cable and broadband to over 5 million customers across 1,500 cities and towns.



PRESS RELEASE

Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a “globally local” approach. HGS has 20,683 employees across 35 delivery centers in nine countries, making a difference to some of the world’s leading brands across verticals. For the year ended March 31, 2023, HGS had revenues of Rs. 5,023.2 crore (US\$ 623.5 million). Visit <https://hgs.cx> to learn how HGS transforms customer experiences and builds businesses for the future.

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