![hgs logo]

December 19, 2023

BSE Limited   National Stock Exchange of India Ltd.
Corporate Relation Dept.   "Exchange Plaza"
P. J. Towers, Dalal Street   Bandra Kurla Complex, Bandra (East)
Mumbai 400 001.   Mumbai - 400 051.
Scrip Code : 532859   *Symbol : HGS*

Dear Sir/Madam,

Sub: HGS Next-Gen Accelerator for Contact Centers Harnessing the Power of Generative Artificial Intelligence, Now Available to All Brands

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

Kindly take note of the above.

For **Hinduja Global Solutions Limited**

Narendra Singh
Digitally signed by
Narendra Singh
Date: 2023.12.19
12:05:58 +05'30'

Narendra Singh
Company Secretary
F4853

Encl : As above

HINDUJA GLOBAL SOLUTIONS LIMITED.

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Regd. Office: Tower C (1st floor), Plot C-21, G Block, Bandra Kurla Complex, Bandra East, Mumbai – 400 051. India. Telephone: +91-22-6136 0407,
E-mail: investor.relations@teamhgs.com Website: www.hgs.cx Corporate Identity Number: L92199MH1995PLC084610

HINDUJA GROUP

HGS Next-Gen Accelerator for Contact Centers Harnessing the Power of Generative Artificial Intelligence, Now Available to All Brands

HGS Agent X™ 23 release unlocks the ability of contact center agents to be more effective by utilizing AI to turn conversations into data and extract insights that lay the foundation for a world of autonomous customer experiences that are prompt, positive and personalized

CHICAGO and BENGALURU, December 19, 2023: Hinduja Global Solutions (HGS) (listed in BSE & NSE), a leader in technology-led customer experience (CX), today announced the formal launch of HGS Agent X™, a single, integrated artificial intelligence (AI), automation, and analytics powered user interface providing a state-of-the-art backbone for world-class contact center operations. Agent X streamlines call center agent workflow while enhancing customer interaction.

The first of its kind holistic contact center accelerator, HGS Agent X™ leans into the power of the voice interaction by transcribing 100% of voice of the customer. Turning this unstructured voice into data provides a 360-degree view of customers desires and uses this insight to power agent engagements with a unified knowledge base and learning and engagement tools.

"Agent X puts a full complement of integrated tools in the hands of call center agents to give them a 360-degree view of the customers with whom they are interacting," said **Venkatesh Korla, President & CEO at HGS Digital**. "This interface strikes a true balance between the use of talent and technology, or 'bots and brains' to provide the best experiences for customers and the agents that support them."

HGS Agent X™ is a set of pre-built automation accelerators, designed to **speed up implementations** of common contact center platforms with standardized modules, **improve agent retention** by reducing the cognitive load on frontline staff, and **reduce operating costs** with shorter training times and reduced handles time in one easy-to-use system:

- **AI Co-pilot and Automation**
    - Real-time 'Live Assist' function for predictive, fast responses
    - 'Smart Actions' to eliminate repetitive tasks
    - Real-time speech and text transcription & sentiment analysis (positive, neutral, negative) to aid in decision making (continued interaction versus escalation)
    - Smart knowledge management and real-time knowledge assist
    - Integrated ChatGPT and other forms of generative AI functionality

- **360 Degree Customer Profile**
    - Single, unified tool helping to reduce multiple screens and improve response time
    - Contextualized insights to personalize the on-going interaction
    - Leverages intelligence to optimize operations and its performance
    - Enables agents to quickly navigate and resolve customer's specific requests

- **Insights**
    - Interactions Intelligence to derive actionable insights

- o CSAT (customer satisfaction) and ASAT (agent satisfaction) based on customer and agent interaction
- o Automated quality analysis and checks

- **Best-In-Class Analytics**
  - o Team and agent performance
  - o Organizational analytics and operational insights

HGS Agent X™ benefits include the ability to transform:
- Productivity, sales, and bottom-line results
- Processes for onboarding, engaging, and retaining contact center agents
- Insights to power data-driven business decisions
- Employee and customer experience

More than a tool for improving CX, Agent X also serves to enhance the agent experience through myriad functions aimed at improving job performance, including the extensive on-demand knowledge base and gamified incentivization for expanding job proficiency.

Through at-the-ready access to tools and information, Agent X additionally contributes to overall contact center agent satisfaction and, ultimately, retention as well as increase brand loyalty for the end customer.

To learn more about Agent X, visit https://hgs.cx/agent-x-contact-center-solution/.

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, **NXT**DIGITAL (www.nxtdigital.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.

Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a "globally local" approach. HGS has 20,505 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. 5,006.7 crore (US$ 621.5 million).

Visit https://hgs.cx to learn how HGS transforms customer experiences and builds businesses for the future.