



Press Release

Sparsh BPO Services expands footprint in South India

Announces the launch of second delivery centre in Bangalore

Bangalore, April 29, 2009: Sparsh BPO Services, the domestic BPO subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) today announced the launch of its second delivery centre in Bangalore.

The 450-seater centre located at Hebbal in Bangalore further expands Sparsh's presence in the city and provides proximity to key customers in the Southern region. The centre will provide multi-lingual services in English, Tamil, Kannada, Malayalam and Telugu across a range of verticals to deliver contact center management including customer support services, collections and sales. This centre is the company's fourth centre in the South and nineteenth centre in India.

Speaking on the launch, Mr. Susir Kumar, Chief Executive Officer and Managing Director, Intelenet Global Services said, "We are very excited about our expansion into South and see this as a significant step in the ongoing growth of our existing delivery capabilities. Bangalore offers a strong combination of language skills, talent and a competitive advantage for clients operating in the Southern region. This new facility is a welcome addition to Sparsh's multilingual centres in India and will reinforce our footprint in South."

The launch of this center is close on the heels of the recently launched center in Puducherry in November 2008 to provide customer support services to Aircel's base of prepaid and postpaid cellular subscribers in the Tamil Nadu and Chennai circles.

Sparsh currently has over 38 client relationships with leading multinational companies across telecom, banking, insurance, consumer durables, retail, media, aviation & public sectors. Sparsh provide services in 15 languages with centres in Mumbai, Bangalore, Pune, Chennai, Mohali, Kolkata, Gurgaon, Delhi and Puducherry.

About Sparsh BPO Services

Sparsh is a leading domestic BPO service provider, a subsidiary of Intelenet Global Services, a leading global third party BPO Company that delivers Business Process Outsourcing (BPO) services to Fortune 500 companies in the UK, USA, Australia and India.

Sparsh adds value to its customers through a range of excellent and completely customized solutions. We provide business-enabling front office and back office services to companies across various verticals. Several leading telecom, banking and insurance companies rely on us to manage their key business processes. Our growth in the BPO industry has been spurred by its dedicated effort in creating valuable relationships and its focus on quality and timely delivery.

The Intelenet growth story involves rapid growth from just 25 employees at a single site to over 27,000 employees across 30 locations in India and overseas in just 8 years, making it the second largest employer in the Indian BPO

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