



Sparsh BPO launches facility in Dehradun

Expands its domestic business in Northern India

Dehradun, January 11, 2010: Sparsh BPO Services, the domestic BPO subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) launched a delivery centre in Dehradun, Uttarakhand. The new centre will service India's leading telecommunications services operator to provide customer support services in the circles of UP (east & west) and Uttaranchal. The centre has an existing headcount of 1200 agents making Sparsh one of the leading employers in Dehradun.

Speaking on the launch, Mr. Susir Kumar, managing director and chief executive officer, Intelenet Global Services said, 'We are delighted to partner with India's leading telecom giant to set up this facility. In addition to expanding our footprint in North India, this centre will also strengthen our delivery capability in the telecom vertical.'

Ms. Radhika Balasubramanian, COO, Sparsh added, "Dehradun offers good connectivity with the major cities in North and also provides a young talent pool qualified with several north Indian languages including English, Hindi, Punjabi, Dogri, Himachal, etc. Our foray in the city will provide us access to a skilled workforce while providing employment opportunities to potential domestic candidates."

As per report by Ernst & Young, the domestic BPO market, with a growth rate of 50% over the last five years, is expected to reach \$1.6 billion in FY 2008. At a CAGR of 38%, the market is projected to reach \$6 billion by FY2012, with a maximum addressable opportunity of \$16-19 billion.

Intelenet was the first International BPO to venture into the domestic BPO sector with its acquisition of Sparsh in 2005. Sparsh currently has over 40 client relationships with leading multinationals across telecom, banking, insurance, consumer durables, retail, media, aviation & public sectors. Intelenet is the leading domestic BPO to provide services in 15 languages with centers in Mumbai, Thane, Bangalore, Pune, Chennai, Mohali, Kolkata, Gurgaon and Delhi.

After having established a firm footprint in the West & South, adding facilities in Thane and Bangalore in 2009, and Puducherry in 2008, Intelenet is now augmenting its presence in Northern India. Intelenet already has domestic facilities in Mohali.

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 31,000 employees across 31 locations in India and overseas in just 9 years.

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