



SPARSH INAUGURATES BPO CENTRE IN PUDUCHERRY FOR AIRCEL CUSTOMERS

Sparsh poised to be the largest BPO employer in the union territory

Puducherry, November 26, 2008: Sparsh BPO Services, the domestic BPO subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) today inaugurated its new delivery centre in Puducherry as part of a strategic deal with Aircel, a leading mobile services operator in India, to provide customer support services for Aircel's operations in Tamil Nadu and Chennai circles. The delivery centre in Puducherry will service Aircel's base of prepaid and postpaid cellular subscribers in the Tamil Nadu circle.

Located at Kurumbapet in Puducherry, the facility is designed in the French colonial style with a capacity of more than 700 seats. **With an initial headcount of 1600, the centre will be the largest BPO employer in the union territory.** The centre is scalable to accommodate 2200 employees.

For Aircel's customers in the Chennai circle, Sparsh provides services out of its Chennai centre employing over 500 employees. Both centres will provide customer service in English and Tamil languages.

Speaking at the inauguration of the Puducherry centre, **Mr. Susir Kumar, Chief Executive Officer, Intelenet Global Services** said, "We are delighted to partner with Aircel, one of the frontrunners in the telecom industry in India. Puducherry is an emerging outsourcing destination for the IT-BPO sector, and we chose the union territory for its excellent infrastructure and competent talent pool."

Speaking on the partnership with Sparsh, **Mr. Gurdeep Singh, Chief Operating Officer, Aircel**, said, "As we expand our business in south India, we needed a partner with core strengths in the domestic telecom industry, and Sparsh as the leading domestic BPO player was the obvious choice. The scalability and service quality offered by this partnership will help Aircel drive its agenda to becoming a full-fledged national operator by 2009."

With its expertise in the telecom vertical developed by servicing leading public and private sector telecom service providers and scale of operations (18 delivery centres in 7 locations) and a decade of experience in the domestic BPO market, Sparsh will help support Aircel's growth in the telecom sector. Sparsh's presence in the southern market includes delivery centres located in Bangalore and Chennai. The southern market in India is a key area of focus in our strategy to grow our domestic business. This partnership will strengthen Sparsh's presence in the southern region and be the key driver to exploring new areas for expansion in the region.



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, Bangalore, Pune, Chennai, Mohali, Kolkata, Gurgaon and Delhi.

About Aircel

Aircel, a part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a subscriber base of 15 million and is the fastest growing mobile operator in the country. In its current markets, Aircel is the number two operator with an 18.2 percent cumulative market share. It is also the market leader in Tamil Nadu, Assam, North-East and Chennai. Aircel is now present in 10 Telecom Circles (Kolkata, Assam, Bihar, Chennai, Himachal Pradesh, Jammu & Kashmir, North East, Orissa, Tamil Nadu and West Bengal) and with spectrum secured for the remaining 13 (total of 23 circles in India), the company is on track to become a leading Pan-India Operator. For more information, please log on to www.aircel.com

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 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 25,000 employees across 30 locations in India and overseas in just 7 years, making it the 2nd largest employer in the Indian BPO space.

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