



SPARSH INAUGURATES BPO CENTRE IN PUDUCHERRY FOR AIRCEL CUSTOMERS

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Sparsh opens BPO centre for Aircel

CHENNAI: Sparsh BPO Services, the domestic BPO subsidiary of Intelenet Global Services Pvt. Ltd. (Intelenet), has inaugurated its new delivery centre in Puducherry as part of a strategic deal with Aircel, a leading mobile services operator, to provide customer support services for Aircel's operations in the Tamil Nadu and Chennai circles, says a release. — Corporate Reporter

Date November 27, 2008
Edition National



Sparsh to provide customer support for Aircel

■ **MUMBAI:** Sparsh BPO, the domestic arm of Intelenet Global Services, has bagged a contract to provide customer support services for Aircel in Tamil Nadu. The telecom operator is currently in the process of consolidating its vendors, and Intelenet already does work for it in Kolkata and Chennai. The BPO firm has set up a new delivery centre at Puducherry, near Chennai, with a capacity of 2,200 employees for the contract. "Our experience with tier-II cities Mohali and Pune has been very good. Indications are that the productivity should be in line with what we are able to get in tier-1 cities like Mumbai," said Intelenet CEO Susir Kumar about the location. The facility will start with around 800 seats and also have the facility to handle calls from Chennai. Its Kolkata and Chennai facilities each have a capacity of 500 seats. "With an initial headcount of 1,600, the centre will be the largest BPO employer in the union territory," the company said.

Publication The Financial Express

Date November 27, 2008

Edition National



Sparsh's Puducherry delivery centre

Sparsh BPO Services, the domestic BPO subsidiary of Intelenet Global Services has opened a new delivery centre in Puducherry. Sparsh will provide customer support services for Aircel's operations in Tamil Nadu and Chennai circles through this center. The center is scalable up to 2200 employees. It will initially start with a head-count of 1600. 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.

Publication Financial Chronicle
Date November 27, 2008
Edition National



Susir Kumar
Chief Executive Officer
Intelnet Global Services

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.

Publication New Indian Express
Date November 27, 2008
Edition Chennai



Sparsh is now Puducherry's largest BPO employer

**ENS Economic Bureau
Mumbai, November 26**

SPARSH BPO Services, the domestic BPO subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) on Wednesday inaugurated its new delivery centre in Puducherry as part of a strategic deal with Aircel, to provide customer support services for Aircel's operations in

Tamil Nadu and Chennai circles.

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.

According to Susir Kumar, CEO of Intelenet,

they chose the Union Territory for its excellent infrastructure and competent talent pool of people and would be looking at hiring more people in the future. The centre is scalable to accommodate 2200 employees. Gurdeep Singh, Chief Operating Officer of Aircel, said, "As we expand our business in south India, the scalability and service quality offered

by this partnership will help Aircel drive its agenda to becoming a full-fledged national operator by 2009."

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.

Publication Deccan Chronicle
Date November 27, 2008
Edition Chennai



Sparsh BPO in TN

BY OUR CORRESPONDENT

CHENNAI

Nov. 26: Sparsh BPO Services, a subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) has inaugurated its new delivery centre in Puducherry as part of a strategic deal with mobile service provider, Aircel. Located at Kurumbapet in Puducherry, the new centre will provide

customer support services for Aircel's operations in Tamil Nadu and Chennai circles.

Commenting about the new centre Gurdeep Singh, chief operating officer, Aircel, said, "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."

Publication Deccan Herald
Date November 27, 2008
Edition Bangalore & Chennai



Sparsh ties up with Aircel

BANGALORE, DHNS: Sparsh BPO Services, domestic BPO subsidiary of Intelenet Global Services Pvt Ltd (Intelenet) opened its new delivery centre in Puducherry as part of a strategic deal with Aircel to provide customer support services for Aircel's operations in Tamil Nadu and Chennai circles.

The centre will service Aircel's base of prepaid and postpaid cellular subscribers in the Tamil Nadu circle. The facility has a capacity of more than 700 seats.