

'Language BPOs register big growth'

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TRIBUNE NEWS SERVICE

CHANDIGARH, OCTOBER 9
Next time your relative living in Lucknow makes a query from their local bank or your son in Ahmedabad tries to reschedule his flight back home, there is every possibility that these requests will get addressed right next doors at Mohali. Having grown into an important centre for Business Processing Outsourcing (BPO) work, Mohali has started playing an important role in value and wealth creation in fields such as banking, telecom, finance and retail.

Such observations can just not be ignored, especially when they come from a person such as Radhika Balasubramanian, head, Intelenet India Domestic BPO Operations, one of India's largest BPO companies that has 16,000 employees across seven locations in India with 2,000 in Mohali itself. "Set up in April 2007, Intelenet has helped attract the best talent in the region and also turn Mohali into a BPO hub," she told The Tribune.

A part of Intelenet Global Services Pvt. Ltd, Intelenet plans to diversify into providing services in Indi-



**Radhika
Balasubramanian**

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Having grown into an important centre for Business Processing Outsourcing, Mohali is playing an important role in value and wealth creation in banking, telecom, finance and retail sectors

an languages. "The consumer market is in the villages, therefore we see the biggest potential of growth in the Indian language BPOs that are bound to

surpass the requirement for people who speak good English. We are very seriously looking at the concept of rural BPOs," said Radhika, without holding back that "non-English speaking youngsters too have a great future in the BPO industry of tomorrow.

She, however, said her company had been "rated as the No 1 domestic BPO service provider by Dataquest Survey on Domestic Contact Centres 2008". Intelenet has also been rated as the "Best Workplace, 2008" by a study published by a leading national English daily.

As per NASSCOM-Everest study 2008, Radhika said the BPO industry in India at present is \$11 billion industry that employs more than 7,00,000 people across 25 countries. Growing at around 50 per cent over the past five years, it is tapping significant opportunities for domestic businesses.

At its current growth rate, India's BPO industry is expected to touch the \$30 billion mark by 2012. With her company servicing many Fortune 500 companies in the UK, USA, Australia and India, Radhika sees a huge growth, especially in language BPOs, much of it in north India.