

HTMT chosen by Bharti Tele-ventures as its strategic outsourcing partner

To start call centers in Chennai & Hyderabad from Sep 2005.

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Bharti Tele-ventures Ltd, India's leading private sector provider of telecommunications services, has chosen Hinduja TMT Ltd (HTMT) as its strategic outsourcing partner for call centre services for its 12.5 million existing cellular services customers and millions of new customers that would be added in the coming years in Bharti's 23 mobile circles across the country.

HTMT is among the four international BPOs chosen by Bharti Tele-ventures. It is in the process of starting two state of the art call centers in Hyderabad and Chennai. These two centers will be operational by mid-September, 2005 would have a total of 700 seats and would employ around 1000 people. HTMT has already set up the necessary infrastructure required for this purpose and has launched one of its largest recruitment & training drives to meet the deadline. HTMT has deep domain knowledge in the telecommunications vertical and would leverage this expertise in providing world-class services to Airtel's consumers.

According to Mr. Akhil Gupta, Joint Managing Director, of Bharti Tele-Ventures, "The world has taken notice of Bharti's innovative strategy to leverage IT and Network outsourcing agreements to achieve business leadership. These partnerships have resulted in significantly improved performance and delivered greater efficiencies. We are now embarking on a partnership model for delivery of high quality call center operations. Our partners bring in superior technology, robust processes, provide a uniform contact center experience & built in scalability in line with Bharti's expansion and growth plans".

About HTMT:

Hinduja TMT Ltd. (HTMT) is one of India's premier IT/BPO houses, focusing on information technology enabled services (ITeS) and business process outsourcing (BPO) besides IT services. HTMT is now a truly global provider ranked among the top 15 ITES-BPO players in India employing over 4500.

HTMT's IT/BPO domain expertise is in the areas of Insurance, Financial services, Manufacturing, Telecom, Pharmaceutical Products, Consumer Electronics, Household Products, Energy and Utilities. With delivery centers in Bangalore, Mumbai, Hyderabad, Chennai, Manila, Mauritius, Toronto and New Jersey, the company has marketing offices in the USA, Canada, UK and Europe. HTMT has world-class infrastructure in line with global standards of environment, resources and deliverables.

HTMT is one of the few companies in the BPO business that has output quality very close to six sigma standards and has set its eye firmly on a continuous improvement program. HTMT has been assessed for SEI CMM Level 4 for software development and is also ISO 9001:2000 and BS 7799 compliant.

For more information please contact :

- 1. Mr. Yagnesh Sanghrajka, Chief Financial Officer, Hinduja TMT Ltd. – Phone: 24966350/ 9820004228***
- 2. Ms. Sharmila Banerjee, Vice President (Corporate Communications), Hinduja Group – Phone No.24960707 Extn.208 / Mobile No. 9821301212.***