

FOR IMMEDIATE RELEASE

Firstsource awarded by National Outsourcing Association, UK

Wins Best Telecommunications, Utilities and High-Tech Outsourcing Project award

London/Mumbai October 23, 2009: Firstsource Solutions (NSE:FSL, BSE:532809), a leading global provider of business process outsourcing (BPO) services, has won the 2009 National Outsourcing Association (NOA) Award for Best Telecommunications, Utilities and High-Tech Outsourcing Project. The award was won for Firstsource's work for a major telecoms client, for whom Firstsource has more than 500 staff working in Belfast and over 300 in Mumbai. This is the fourth NOA award that Firstsource has won in the last four years.

Firstsource provides a range of services for this client including inbound customer services from Belfast and email responses, webchat, white mail, credit administration and a range of back office services from Mumbai for contract consumers and small businesses. The award has been won for Firstsource's innovative approach to delivering customer service, cutting Average Handling Time (AHT), and establishing a customer insight programme.

"We are very proud to have won this prestigious award, that recognises Firstsource's expertise in the telecoms sector." commented **Matthew Vallance, President of Telecoms & Media and Financial Services**. "Our telecoms business accounts for approximately 35% of our global revenues and we provide a wide range of services from inbound customer services and support to technical provisioning from the UK, India, Argentina and the Philippines. The award is also an acknowledgement of the hard work and dedication of our staff."

Firstsource has been recognised as one of the leading investors in the UK, having won the UK Trade & Investment India Business Awards Investor of the Year accolade. According to the Financial Times FDI market index, Firstsource is the largest foreign investor in the UK in the contact centre & shared services sector, and the largest Indian creator of UK jobs during the last three years. Firstsource's two UK centres (Belfast and Londonderry) have become centres of excellence for the telecommunications and media industries.

About Firstsource

Firstsource (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN) is among India's leading BPO (business process outsourcing) service providers. Firstsource provides customized business process management to global leaders in the Banking & Financial Services, Telecom & Media and Healthcare sectors. Its clients include Fortune 500 banks, telecommunications companies and healthcare companies. Firstsource has a global delivery model with operations in India, US, UK, Argentina and Philippines. (www.firstsource.com).

About the NOA Awards

The National Outsourcing Association Awards for Best Practice in Outsourcing, launched in 2004, reward innovation and achievement by suppliers, users and integrated teams within the outsourcing industry in the UK and across Europe. www.noa.com. The judging is done by the NOA board directors, who represent end users, suppliers, legal firms and consultants. The criteria that awards are assessed on are: Deal objectives compared to deliverables Tangible business ROI / change Innovation applied to the negotiation and implementation processes.

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