

FIRSTSOURCE SOLUTIONS ORGANIZES 3rd EDITION OF “ROAD SAFETY AWARENESS DRIVE” IN TRICHY

Trichy, January 25, 2012: Firstsource Solutions Ltd, the global BPO company with operations in Trichy, in association with the Tamilnadu Police – Trichy Division organized the third edition of its popular road safety awareness drive in the city today. The rally was flagged off by Trichy’s City Commissioner Mr. Shailesh Kumar Yadav .I.P.S.

As part of this initiative, 120 Firstsource employees on bikes covered a ten kilometres distance from Commissioner’s office to Firstsource’s Trichy center on Madurai Road wearing helmets and carrying placards with road safety messages, to spread awareness on the importance of following road safety rules.

Commenting on the occasion, **Mr. Madhu Padmanabhan – Center Head, Trichy, Firstsource Solutions said**, “India records the world’s highest road death toll and accounts for 15% of the world’s road fatalities. With few precautionary measures and following simple rules, majority of such road mishaps can be avoided. As a responsible corporate citizen, we wanted to do our bit and spread the awareness of responsible driving, therefore we took this initiative up three years ago.”

Firstsource Solutions, one of India’s top 10 BPO companies with global operations, set up its facility at Shree Complex, Madurai Road in April 2007 with 200 employees initially. Firstsource today employs more than 900 employees who provide customer management solutions for one of India’s leading telecom companies from its current centre.

About Firstsource:

Firstsource (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN) is a global provider of customised BPO (business process outsourcing) services to the Banking & Financial Services, Telecom & Media and Healthcare sectors. Its clients include FTSE 100, Fortune 500 and Nifty 50 companies. Firstsource has a “rightshore” delivery model with operations in India, US, UK, Philippines and Sri Lanka. (www.firstsource.com).

For More Information Please Contact:

Smita Gaikwad

Smita.gaikwad@firstsource.com

+91 22 666 60841 / +91 98201 22336