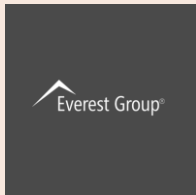# THE SOURCE

A SUMMARY OF WHAT MADE NEWS AT FIRSTSOURCE

IN BRIEF...

SEP 2025. FSL recognized by **HFS Research** as **Horizon-3 'Market Leader'** among the **'Best Service Providers for Mortgage Reinvention'**. 🔗

AUG 2025. FSL recognized by **Everest** as **'Major Contender'** and, also the **'Star Performer'** in **'FCC Operations Services'** Peak Matrix Assessment. 🔗

SEP 2025. FSL received the **3rd Prithvi Awards 2025** from the **ESG Research Foundation**.

SEP 2025. Firstsource participated in **'RPSG Group Investor Day'** held in Mumbai. The event was attended by the Group Chairman, Vice-Chairman and senior leadership team across all group companies. 🔗

AUG 2025. FSL attended the **Customer Owned Banking Association (COBA) 2025**, Australia's premier financial services event, in Brisbane to showcase the UnBPO™ playbook in reimagining CX & drive business impact. 🔗

JUL 2025. Firstsource announced formation of Firstsource Middle East Services LLC, its wholly-owned subsidiary to expand operations in the region, headquartered in Dubai, UAE. 🔗
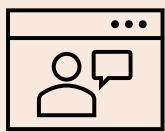
FURTHER READING

ANNUAL REPORT FY25

ESG REPORT FY25

Shaping client conversations in the UnBPO™ world
Ritesh Idnani in a fireside chat hosted by KIE

watch the video here

explore UnBPO™ here

SEP 2025. Ritesh Idnani, CEO and Managing Director, engaged in fireside chat with analysts from the Institutional Equities team of Kotak Securities. The virtual event was attended by over seventy institutional investors across geographies.

The conversation covered topics such as the shift in the business model of the offshore outsourcing industry from the centricity of labour-cost arbitrage to tech arbitrage, the future of work, rights to win in UnBPO™ world and case-studies on how Firstsource is deploying the UnBPO™ tenets in active client situations.
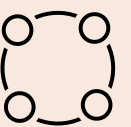
MORE ON UnBPO™
The inaugural issue of **UnBPO™ Quarterly**, our publication featuring insights on AI-first strategies, outcome-based commercial models, and the fundamental shifts reshaping client expectations, written by FSL leadership team with contributions from external experts. 🔗

Adding experience
Firstsource brings four new industry veterans to the Advisory Board

AUG 2025. FSL expanded its Advisory Board with the addition of four new members, all seasoned leaders from industries such as consumer, banking, technology and healthcare. Their insights and experience will play a pivotal role in shaping FSL's strategy and strengthening the UnBPO™ journey.

learn more about the Advisory Board here

Dave Kimbell
Distinguished leader with three decades of experience in consumer industries. Ex-CEO of Ulta Beauty; previously held senior roles at P&G and PepsiCo, among others.

Paul Sanford
Experienced transformation leader in the healthcare vertical. Ex-EVP of Operations at Cigna; previously, held leadership roles at Prudential, Aetna and Scripps Health.

Paul Staples
Seasoned executive with over 25 years of experience in banking & finance. Expert in embedded banking. Held senior roles at ClearBank, HSBC, JP Morgan and Nomura.

Sandeep Chouhan
Seasoned leader in financial services and technology innovation; previously held leadership roles at Barclays, Citigroup, Morgan Stanley, and other institutions.

SUCCESS STORIES

COLLECTIONS
Firstsource provides expanded debt collections services to a leading UK motor finance company leveraging analytics-driven record management.
read more

CUSTOMER EXPERIENCE
Firstsource is using real-time translation tools enabling English-speaking advisers in India serve German subscribers of a media client across messaging channels.
read more

HEALTHCARE
Firstsource is helping a leading health plan in the US cut its operating costs by up to 30%, replacing manual processes with AI claims decision agents.
read more

UTILITIES
Firstsource deployed propensity model with tailored conversational strategies to help a UK energy supplier cut churn and get a 60% jump in customer win-backs.
read more