

25th November 2025

To:

**National Stock Exchange of India
Limited (Scrip Code: FSL)**
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (East),
Mumbai - 400 051

BSE Limited (Scrip Code: 532809)
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Madam/ Sir,

Sub: Press Release

This is to inform that Firstsource recognized as a 'Leader' in Digital Operations in ISG Provider Lens 2025.

A copy of the Press Release on the said matter is attached along with this letter.

We request you to take the same on record.

Thanking you,

For **Firstsource Solutions Limited**

Pooja Nambiar
Company Secretary
Encl.: A/a

Firstsource Solutions Ltd

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(CIN: L64202MH2001PLC134147)

Firstsource recognized as a 'Leader' in Digital Operations in ISG Provider Lens® 2025 Contact Center – Customer Experience Services Quadrant Report

Mumbai, India | November 25, 2025: [Firstsource Solutions Limited](#) (NSE:FSL, BSE:532809), a leading global provider of business process management services and an RP-Sanjiv Goenka Group company, has been recognized as a 'Leader' in Digital Operations in the ISG Provider Lens® 2025 – Contact Center – Customer Experience Services Quadrant Report. The assessment reflects ISG's evaluation of provider performance and market positioning during 2025.

The recognition validates Firstsource's strategy to transform contact center and customer experience operations, and specifically highlights the company's:



- **UnBPO™ framework:** An AI-first, modular CX architecture designed to modernize traditional BPOs into future-ready customer experience platforms.
- **Deep domain expertise:** Proven vertical capabilities across healthcare, telecom, retail and other sectors.
- **Strategic investments:** Targeted acquisitions, including Ascensos and Quintessence, which deepen retail and revenue-cycle capabilities respectively.
- **Global delivery expansion:** Accelerated presence in North America, UK, Ireland and ANZ to deliver agility and reduce location dependency.
- **AI & analytics innovation:** Applied AI, ML and RPA to optimize workflows and deliver measurable business outcomes.
- **Human-centric delivery:** Focused enablement and upskilling to equip agents for complex, higher-value interactions.

The report also highlights initiatives such as the **Agentic AI Studio** and an **expanded partner ecosystem** as key enablers of modular, agentic workflows and rapid go-to-market capabilities, to position Firstsource as a **Rising Star in Intelligent Agent Experience and Intelligent CX**, recognizing the company's momentum in scaling next-generation CX capabilities.

Ashish Chawla, Head – CX & Consulting, Firstsource, shared, "This recognition reflects the work we're doing to help enterprises reimagine customer experience for a world where success is measured not only by efficiency, but by sentiment, loyalty, and lifetime value. The future of CX isn't linear — it's modular, AI-first, and purpose-built around business outcomes.

The future of CX is modular, AI-first, and built around tangible business outcomes. Our focus is on designing experiences that perform in the real world - operationally sound, commercially aligned, and powered by AI and adaptive talent models. Whether it's embedding empathy into algorithms or enabling service teams with intelligent co-pilots, we're committed to making CX transformation measurable, scalable, and sustainable."

Namratha Dharshan, Chief Business Leader, ISG, shared, "With its UnBPO™ framework, strategic acquisitions and targeted geographic expansion, Firstsource is redefining CX by combining AI-first, modular architectures with deep domain expertise to deliver measurable business outcomes. Firstsource's strong execution approach under its AI-first UnBPO™ vision, supported by initiatives such as the Agentic AI Studio and an expanded partner ecosystem, positions Firstsource to deliver future-ready CX solutions. By combining structured design, modular agentic workflows, and AI-led, location-agnostic delivery, Firstsource is enabling its clients with outcome-based delivery and rapid go-to-market capabilities."

This recognition underscores Firstsource's broader business strategy to position customer experience as a strategic, tech-enabled function. By integrating BPaaS platforms, AI, analytics and Centers of Excellence, Firstsource enables enterprises to reduce cost-to-serve, improve CX metrics, and create new revenue and retention opportunities through differentiated service models.

To download a copy of the report, please visit: <https://www.firstsource.com/about/analyst-recognitions/firstsource-recognized-leader-contact-center-customer-experience-services>

About Firstsource

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL:IN), is a global leader providing business process solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology, Retail, and other diverse industries. With a global footprint across US, UK, India, Philippines, Mexico, Romania, Turkey, Trinidad & Tobago, South Africa, and Australia, they 'make it happen' for their clients, solving their biggest challenges with hyper-focused, domain-centered teams and cutting-edge tech, data, and analytics. Firstsource's inch-wide, mile-deep practitioners work collaboratively, leveraging UnBPO™ - their differentiated approach to reimagining traditional outsourcing - to deliver real-world, future-focused solutions that drive speed, scale, and smarter decision, turning transformation into tangible results for clients. (www.firstsource.com)

Media Contacts

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