

Firstsource Recognised for Industry Excellence at Frost & Sullivan 2015 Asia Pacific Best Practices Awards

Global provider of customised BPM services wins Contact Centre Outsourcing Customer Value Enhancement honour

Mumbai, October 01, 2015: Firstsource Solutions Limited (NSE:FSL, BSE:532809), a global provider of customised Business Process Management (BPM) services and a RP-Sanjiv Goenka Group company has won the Frost & Sullivan Asia Pacific Best Practices Award for Customer Value Enhancement in the Contact Centre Outsourcing domain.

The Frost & Sullivan award was presented to Firstsource Solutions for its relentless efforts in ensuring customer value enhancement. It is also a testament to how the organization continues to proactively create value for its clients with a focus on improving overall return on investments.

Commenting on the win, Shalabh Jain, President and Chief Operating Officer (COO), Customer Management said, *“Accolades such as these make me extremely proud of our people and the service we are providing our clients with. They also give us the credibility and the recognition we require to continue to attract new business and achieve our growth targets.”*

The criteria for which Firstsource Solutions was evaluated included revenue growth, market share gains, leadership in new product introduction and innovation, breadth of products and solutions, customer acquisitions, and business and market strategy.

The award further cements Firstsource Solutions’ commitment to adding value to its customers that include Fortune 500, FTSE 100 & Nifty 50 companies through innovation and business agility.

In its eighth consecutive year, the annual Frost & Sullivan Asia Pacific Best Practices Awards recognises companies across industries commending their diligence, commitment, and innovative business strategies required to advance in the global marketplace.

About Firstsource:

Firstsource Solutions Limited, a RP-Sanjiv Goenka Group company (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN), is a leading global provider of customized Business Process Management (BPM) services to the Healthcare, Telecom & Media and Banking & Financial Services industries. The company’s clients include Fortune 500, FTSE 100 & Nifty 50 companies. Firstsource has a “rightshore” delivery model with operations in India, Philippines, Sri Lanka, UK and U.S. (www.firstsource.com)