

R&PM:Edelman

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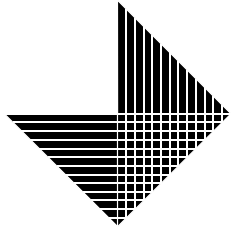
PUBLICATION: The Economic Times , Bangalore

DATE: December 10, 2009

MphasiS to open delivery centre in Colombo

BANGALORE: MphasiS, the Hewlett Packard IT services provider, has announced its plans of opening a delivery centre in Colombo, Sri Lanka and aims to hire over 2,000 people in the next three years, according to a release. The Sri Lanka centre will be operational by mid-2010 and will provide applications, BPO and ITO services. With more than 34,000 employees, MphasiS, the

seventh largest IT services company in India has a presence across India, Singapore, China, Japan, Europe, North America and Australia.



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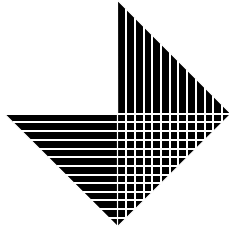
PUBLICATION: Business Standard (Bangalore, Mumbai & New Delhi)

DATE: December 10, 2009

MphasisS to open centre in Sri Lanka

IT services provider Mphasis said it would open a centre in Sri Lanka by the middle of next year, for which it would hire 2,000 people. MphasisS Sri Lanka, a fully-owned subsidiary of Mphasis Group, will be operational by the middle of 2010 and will start work with 500 people, MphasisS said in a statement.

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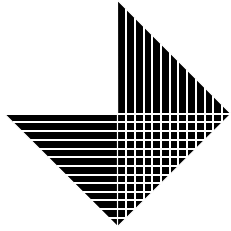
PRESS CLIP

PUBLICATION: The Financial Express (Bangalore, Mumbai,
New Delhi & Kolkata)

DATE: December 10, 2009

Mphasis unit in Lanka

IT services company Mphasis will set up a global delivery centre in Sri Lanka, where it plans to hire over 2,000 people by 2012. The new centre will be operational by middle of 2010. Mphasis' chief corporate development officer Dinesh Venugopal said that expansion in Sri Lanka is part of its strategic plan to scout for new destinations for IT outsourcing.

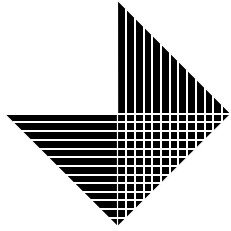


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PUBLICATION: Deccan Chronicle/ The Asian Age (Bangalore
& New Delhi)

DATE: December 10, 2009



ONLINE CLIP

WEB PORTAL: moneycontrol.com

DATE: December 9, 2009

MphasiS to open captive centre in Sri Lanka with 500 people

In an interview with CNBC-TV18, Ganesh Ayyar, Chief Executive Officer of MphasiS, spoke about the latest happenings in the company and his outlook for the sector.

Here is a verbatim transcript.

Q: Can you take us through the announcement you have made to the exchange, you all are opening a captive centre, a global centre in Sri Lanka, what is the cost, why Sri Lanka, what will be your margins there?

A: The focus was to go after an emerging centre rather than emerged centre. Being a small company, we look at advantages that we can bring to our customers. So we had extensive discussions with Sri Lanka and we found that there is a good talent pool available and working with the board of investment of Sri Lanka we have made a choice to go and set up a centre in Colombo and that is the announcement which we will be making in a couple of hours in Sri Lanka and we are sharing it in India right now.

Q: What is the cost and how many people—a few more numbers?

A: Stage one we are looking at about 500 people, we will start our operation by mid 2010 and within three years our plan is to go upto 2,000 people. So that is our current plan.

Q: Basically you are an HP company, the general expectation in the market was that perhaps you would get flooded with orders as time went by, but if I have my data correct, the internal work from HP has actually declined 12% quarter-on-quarter (QoQ). What is the prospect, are they going to significantly increase outsourcing because perhaps the real indication is what your own parent is doing or what they are ready to give to you?

A: The 12% which you are referring to is HP as an end customer. Our biggest value proposition is working with HP as a partner going to the external markets and that has had phenomenal growth. If you look at our entire 2009, we grew by 43% and significant portion of that growth came about through joint partnership with HP addressing the external market place. That has been the fastest growing business segment for us.

Q: How significant could that be going into the next three-four quarters because usually orders start out with Rs 12 million then upto Rs 20-30 million, could you tell us if there are



some significant upgrades coming along in the next two-three quarters and perhaps could significantly reflect in your financials?

A: HP is the largest partner that we have, we are clearly focused on trying to earn every piece of business that HP wins and jointly working with them scoring some joint wins as well.

Just avoiding the question on making any forward projections, I feel that this is a very healthy partnership which has been built over years, we have significantly invested in tools and methodology. So I am very hopeful but I will steer away from answering any specific numbers to these questions.

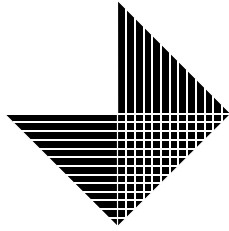
Q: Can you give us an idea of how billing rates have moved, one there would be always be a doubt when you are doing work for HP and related parties, whether that would be a pressure on margins since it is an inhouse party and generally how are the market trends, have you been able to extract better billing rates?

A: If you look at our billing rates in last four quarters, we have held them and that has been done by focusing on high value services that we bring to the market. 43% of our business actually comes from joint work that we do for external customers where the pricing is determined by customers pricing rather than the rate cuts. So that has been the fastest growing business for us. So we are governed by the market place. Do we feel pressure on our pricing? Absolutely yes but it is our ability to nullify that pressure, which is going to be the critical success factor.

Q: You cannot give us any forward looking statements on revenues but can you give us an idea of the rate at which you will increase employee intake?

A: Right now we are looking to add between 1,300 and 2,000 employees in the immediate future because we need talent and that is the fundamental basis on which we grow.

<http://www.moneycontrol.com/news/business/mphasis-to-open-captive-centresri-lanka500-people-429842.html>



R&PM:Edelman

ONLINE CLIP

NEWS WIRE: Reuters

DATE: December 9, 2009

MphasiS to set up facility in Sri Lanka

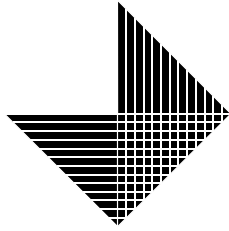
Reuters

BANGALORE (Reuters) - Indian IT services firm MphasiS Ltd plans to set up a facility in Sri Lanka that will be operational by the middle of next year, as part of strategy to expand in emerging markets, the outsourcer said on Wednesday.

The company, 61 percent owned by Hewlett-Packard, plans to hire more than 2,000 staff over three years at the new facility, which will provide technology infrastructure, software applications and back-office services to its global clients.

(Reporting by Sumeet Chatterjee)

<http://in.reuters.com/article/technologyNews/idINIndia-44595520091209>



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ONLINE CLIP

WEB PORTAL: Economicstimes.com

DATE: December 10, 2009

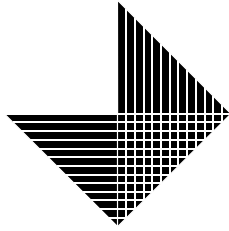
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<http://economicstimes.indiatimes.com/infotech/ites/MphasiS-to-set-up-facility-in-Sri-Lanka/articleshow/5319600.cms>



R&PM:Edelman

ONLINE CLIP

WEB PORTAL: Business-standard

DATE: December 9, 2009

MphasisS to open centre in Sri Lanka; hire 2,000

Press Trust of India / New Delhi

IT services provider Mphasis today said it will open a centre in Sri Lanka by the middle of next year, for which it will hire 2,000 people.

MphasisS Sri Lanka, a fully-owned subsidiary of the Mphasis Group, would be operational by the middle of 2010 and will start work with 500 people, MphasisS said in a statement.

This number will be increased to 2,000 over the next three years and the centre will provide applications, BPO and ITO services to clients globally, it added.

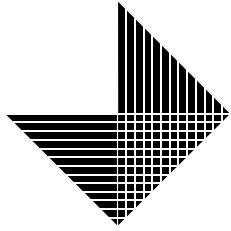
The company, however, declined to comment on the investment details.

"Sri Lanka offers rich a talent base that will allow us to serve our global clients. MphasisS' investment in the country fuels our growth into emerging destinations for IT outsourcing," MphasisS Chief Corporate Development Officer Dinesh Venugopal said.

MphasisS, the seventh-largest IT services firm in India, has more than 34,000 employees. It has a presence across India, Singapore, China, Japan, Europe, North America and Australia.

"MphasisS establishing a presence in the country is an example of BOI strengthening Sri Lanka's IT landscape to partner with a foreign investor," Board of Investment (BOI) of Sri Lanka Director General Dhammika Pereira said.

<http://www.business-standard.com/india/news/mphasis-to-open-centre-in-sri-lanka-hire-2000/80401/on>



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WEB PORTAL: ciol.com

DATE: December 9, 2009

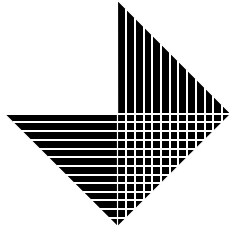
MphasiS to set up facility in Sri Lanka

The company, 61 per cent owned by Hewlett-Packard, plans to hire more than 2,000 staff over three years at the new facility

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<http://www.ciol.com/News/News-Reports/MphasiS-to-set-up-facility-in-Sri-Lanka/91209128827/0/>



R&PM:Edelman

ONLINE CLIP

WEB PORTAL: Rediffbusiness.com

DATE: December 9, 2009

MphasiS to hire 2,000 in Sri Lanka

December 09, 2009

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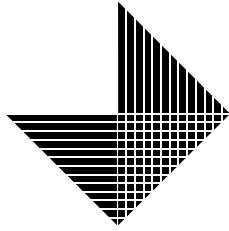
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<http://business.rediff.com/report/2009/dec/09/tech-mphasis-to-hire-2000-in-lanka.htm>



R&PM:Edelman

ONLINE CLIP

WEB PORTAL: myiris.com

DATE: December 9, 2009

Mphasis to set up delivery centre in Sri Lanka

Mphasis today announced that it would set up a global delivery centre in Colombo, Sri Lanka.

The company said that it would recruit 500 people in the captive centre in Sri Lanka.

Alongside the company also said that going ahead it would hire 1300-2000 employees.

Mphasis primarily offers cost-effective and quality software solutions to overseas clients

Shares of the company gained Rs 8.3, or 1.19%, to trade at Rs 708. The total volume of shares traded was 132,506 at the BSE (12.50 p.m., Wednesday).

[http://www.myiris.com/rss_index.php?fileR=2009%2F12%2F09%2F20091209125436707&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Myiris+\(myiris.com+-+India's+Leading+Financial+Portal\)](http://www.myiris.com/rss_index.php?fileR=2009%2F12%2F09%2F20091209125436707&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Myiris+(myiris.com+-+India's+Leading+Financial+Portal))



ONLINE CLIP

WEB PORTAL: [Indiainfoline.com](http://www.indiainfoline.com)

DATE: December 9, 2009

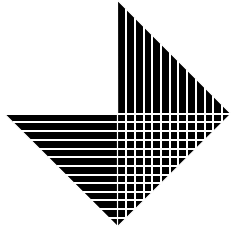
Mphasis to set up a global delivery centre Capital Market /

In Colombo, Sri Lanka

Mphasis has announced its decision to set up a global delivery centre in Colombo, Sri Lanka.

The company made this announcement during the trading hours today, 09 December 2009.

<http://www.indiainfoline.com/Markets/News/News.aspx?NewsId=359051>



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ONLINE CLIP

WEB PORTAL: equitybulls.com

DATE: December 9, 2009

Mphasis to set up global delivery centre in Colombo

Mphasis Ltd has announced that on December 09, 2009, Mphasis is announcing its decision to set up a global delivery centre in Colombo, Sri Lanka.

The stock was trading at Rs.708, up by Rs.8.30 or 1.19%. The stock hit an intraday high of Rs.718 and low of Rs.690.

The total traded quantity was 151012 compared to 2 week average of 282504.

http://www.equitybulls.com/admin/news2006/news_detmysql.asp?id=64775