



>> NEWS RELEASE

Mphasis Inaugurates BPO Facility in Indore to Cater Exclusively to Idea Cellular

Indore, November 23rd, 2007: Mphasis and Idea today jointly announced the inauguration of a new BPO facility in Indore. Mphasis will provide contact centre services to Idea Cellular. This is the fifth Mphasis BPO facility that caters exclusively to the domestic BPO space, the other four being Ahmedabad, Bangalore, Noida and Puducherry.

This state-of-the art contact center will commence operations as a customer service centre for Idea customers in Madhya Pradesh. Operations at the facility have begun with 750 customer service agents. Mphasis is looking forward to increasing the capacity to 1500 agents in the next 1 year.

Indore has emerged as a viable business destination, providing value for investment with a strong talent base. There are several factors which prompted Mphasis to set up the facility at Indore - lower attrition rates, a well developed infrastructure, a large and qualified talent pool etc. With the inauguration of the facility at Indore, Mphasis aims to provide an additional service base and further enhance the service offerings to its existing clients. The facility is located at Plot No 17, Race Course Road, Third to Fifth floor, Indore.

About Idea Cellular Limited:

As India's leading GSM Mobile Services operator, IDEA Cellular has licenses to operate in 13 service areas. With over 20 million customers, IDEA Cellular has operations in the states of Delhi, Haryana, Uttar Pradesh, Uttaranchal, Himachal Pradesh, Rajasthan, Gujarat, Maharashtra, Goa, Madhya Pradesh, Chhattisgarh, Andhra Pradesh and Kerala. IDEA Cellular's footprint currently covers over 60% of the telecom-market. IDEA also has licenses to operate in the service areas of Mumbai and Bihar.

IDEA is a part of the Aditya Birla Group, a US \$24 billion corporation with a market cap. of US \$31.5 billion and in the league of the Fortune 500. It is anchored by an extraordinary force of over 100,000 employees, belonging to 25 different nationalities. Over 50 per cent of its revenues flow from its operations overseas. In India, the Group has been adjudged "The Best Employer in India and among the top 20 in Asia" by the Hewitt-Economic Times and Wall Street Journal Study 2007.

For more information, visit www.ideacellular.com

About Mphasis

Mphasis, an EDS company, is a leading - Applications Services, Remote Infrastructure Services, BPO and KPO services provider. We deliver real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 24,000 people on the roles, we service clients in Financial Services, Healthcare, Communications, Transportation, Consumer & Retail industries and to Governments around the world.

To know more, please visit www.mphasis.com.

About EDS

EDS (NYSE: EDS) is a leading global technology services company delivering business solutions to its clients. EDS founded the information technology outsourcing industry 45 years ago. Today, EDS delivers a broad portfolio of information technology and business process outsourcing services to clients in the manufacturing, financial services, healthcare, communications, energy, transportation, and consumer and retail industries and to governments around the world. Learn more at eds.com.

