

## **eClerx Recognized Again in 2010 by The International Association of Outsourcing Professionals (“IAOP”) as a Rising Star across 7 Categories**

April 19, 2010 – The IAOP recognized eClerx in its 2010 Global Outsourcing 100 survey as one of the rising stars across seven different categories, up from the five categories eClerx was recognized for in 2009:

- Rising Star – Financial Management Services
- Rising Star – Western Europe
- Rising Star – United Kingdom
- Rising Star – Biggest Public Company
- Rising Star – Overall Revenues
- Rising Star – Number of Employees
- Rising Star – Financial Services by Industry Focus (Banking, Markets)

Founder and Executive Director PD Mundhra said on the announcement, “We are excited to be recognized again by the IAOP across more categories this year. Our non-stop focus on our clients, employees, execution and quality have enabled us to come through this difficult economic period strongly and we will continue to take up the challenge for the rest of 2010 and beyond.”

The evaluation process for the IAOP Global Outsourcing 100 mirrors that employed by many top customers and considers four key criteria:

1. Size and growth in revenue, employees, centers/offices and countries served. Companies are separated into judging group by size (Leaders and Rising Stars for providers, and Leaders and Boutiques for advisors) and are judged separately.
2. Customer experience as demonstrated through the value being created at the company's top customers.
3. Depth and breadth of competencies as demonstrated through industry recognition, relevant certifications and investment in the development of people, processes and technologies.
4. Management capabilities as reflected in the experience and accomplishments of the business' top leaders and investments in management systems that ensure outsourcing success.

Similar to a Request for Proposal process, companies are ranked on quality following a rigorously judged application process that examines multiple criteria. Judging is based on the information provided by each company on its application in combination with independent research and customer references. Applications and judging for service providers and advisors are separate. Judging is done by an independent panel organized each year by IAOP made up of industry experts with personal experience in selecting outsourcing service providers for their companies.

*About eClerx:* eClerx is a specialist Knowledge and Business Process Outsourcing (“KPO” / “BPO”) company providing operational support, data management and analytics solutions to almost 50 Global Fortune 1000 clients including many of the world’s leading High Tech and Industrial Manufacturing, Financial Services, Online Retail and Distributors, Interactive Media & Entertainment, Travel and Leisure, and Software Vendor companies. Incorporated in 2000, eClerx is India’s first and only publicly listed KPO company and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs nearly 3,000 employees across its four Indian delivery centers offices in Mumbai and Pune plus our global client interfacing locations in New York, London, Silicon Valley, Austin, Dublin and Singapore.