Genpact Joins Advisory Board of the Arizona State University Center for Services Leadership (CSL)

Genpact and CSL to Collaborate on Services Research Leveraging Genpact's Smart Enterprise Processes (SEP(SM)) Methodology

NEW YORK, May 24, 2012 /PRNewswire/ -- Genpact Limited (NYSE: G), a global leader in business process and technology management, today announces its affiliation with the prestigious Arizona State University Center for Services Leadership (CSL) and the appointment of Gopalakrishnan V K (Gopal), vice president and global leader for Genpact's Aftermarket Services business, to the Advisory Board of the CSL. This new endeavor is part of Genpact's focus on collaborating with leading universities to foster innovation and research for the benefit of its clients.

(Logo: http://photos.prnewswire.com/prnh/20120501/NY98560LOGO)

The globally-recognized CSL strives to improve the business and academic understanding of the distinctive and growing role of services in organizations and with customers. In order to be a CSL member, organizations must possess an exceptional reputation as either a services firm or a product/manufacturing firm that competes through service/services. The organization must also be on a journey of change or improvement, making a strategic commitment to compete through service/services. The invitation-only CSL partnership provides an opportunity for member companies to research the latest developments in services leadership, as well as participate in extensive information sharing across a wide spectrum of industries.

Genpact's Gopal leads the company's Aftermarket Services business, which helps its clients in the manufacturing and services industries to increase the effectiveness and efficiency of their entire service lifecycle, including customer service, warranty, service contracts, field service, returns and parts. Genpact leverages its proprietary and scientific methodology, Smart Enterprise Processes (SEP(SM)), which combines its rigorous process execution through Lean Six Sigma, analytical data, focused IT solutions, and process reengineering, to deliver key business outcomes for companies including improved services revenue, reduced services cost, and enhanced customer loyalty.

"Many companies do not measure the performance of their services processes," said Gopal. "Genpact's Aftermarket Service SEP(SM) framework provides an enterprise-wide view of how processes are working and what can be done to improve them, in addition to the development of a 'Service Factory' to centralize the full service support ecosystem and align it to key metrics. We are excited to join the Advisory Board of CSL, as CSL's academic and business insights will complement Genpact's deep process management capabilities in aftermarket services to help drive exceptional value to global organizations."

The affiliation adds Genpact to a long list of service-oriented companies who are already members of the CSL, such as Harley-Davidson, Marriott and Boeing.

The CSL was established in 1985 to pioneer the study of services when business schools were focusing primarily on products and manufacturing enterprises. By filling this void, the CSL has established itself as globally

recognized authority and resource in the field. Highly successful companies and top academics turn to the CSL to understand how to compete strategically through both profitable services and through the use of customer service as a source of distinction. For more information about the CSL, please go to http://wpcarey.asu.edu/csl.

About Genpact

Genpact Limited (NYSE: G), a global leader in business process and technology management services, leverages the power of smarter processes, smarter analytics and smarter technology to help its clients drive intelligence across their enterprise. Genpact's Smart Enterprise Processes (SEP(SM)) framework, its unique science of process combined with deep domain expertise in multiple industry verticals, leads to superior business outcomes. Genpact's Smart Decision Services deliver valuable business insights to its clients through targeted analytics, reengineering expertise, and advanced risk management. Making technology more intelligent by embedding it with process and data insights, Genpact also offers a wide range of technology services. Driven by a passion for process innovation and operational excellence built on its Lean and Six Sigma DNA and the legacy of serving GE for more than 15 years, the company's 56,000+ professionals around the globe deliver services to its more than 600 clients from a network of 64 delivery centers across 17 countries supporting more than 30 languages. For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook and LinkedIn.

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