

Genpact Ranks Among Top 10 Consumer Goods Service Providers in Annual CGT Survey

Genpact recognized for its innovative and integrated business services including outsourcing (BPO), technology and analytics

NEW YORK, Feb. 27, 2014 /[PRNewswire](#)/ -- Genpact Limited (NYSE: G), a global leader in transforming and running business processes and operations, has been recognized within the Top List of Providers in the annual [Consumer Goods Technology \(CGT\) Readers' Choice Survey](#), in the "Outsourcing" category.

This ranking is based on CGT magazine's readers' survey, whereby polling was done to select the preferred solution and service providers in 12 categories, including outsourcing. The readers were asked to identify the solutions or services provider they use in each category and rank their satisfaction level using that chosen provider on a scale of 1 to 5. The Top 10 list for each category was then determined by assigning each company a total score.



"Our readers, especially in our 14th year of conducting this survey, are the foremost experts on which companies provide the best services to the consumer goods market," said Alliston Ackerman, editor of CGT. "As an Editor's Pick in last year's survey, we are extremely pleased that Genpact has been recognized by our readers for the innovative and integrated business process outsourcing (BPO), technology and analytics services that they provide."

"Consumer goods companies are facing significant challenges, including increasing input cost volatility, strained supply chains, organizational transformation for growth in emerging markets, proliferation of channels and above all, evolving consumer behavior," said BK Kalra, senior vice president and business leader, Consumer Packaged Goods, Retail and Life Sciences, Genpact. "They need to streamline operations, create capacity and infrastructure to support growth and become responsive and proactive to changing consumer needs by applying smart analytics and data insights. We are honored to be recognized for our track record of helping consumer goods companies adapt to these market conditions while increasing customer loyalty."

For nearly a decade, Genpact has provided services to the consumer goods and retail

industry that combine process expertise, analytics and technology to optimize their operations. Genpact serves leading consumer goods and retail companies including four of the world's largest breweries, a global personal and healthcare products company, leading grocery manufacturing and processing conglomerate, one of the world's largest snacks companies, the largest global office supply chain store, and one of the largest suppliers of sport apparel/footwear around the globe.

Genpact provides a comprehensive range of services and solutions to its consumer goods clients to effectively support trade promotions, integrated business planning, marketing optimization, and supply chain and inventory optimization. Genpact's Trade Promotion Management and Optimization services help companies better leverage their investments in their brands, including in-store presence. More information is available at www.genpact.com/home/industries/consumer-goods.

About Consumer Goods Technology

CGT (Consumer Goods Technology) is the leading resource for Consumer Goods executives looking to improve business performance. Delivering content in print, online, and face-to-face, CGT reaches an audience of more than 76,000 consumer goods executives ranging from managers and directors to VPs and CIOs. CGT also covers all major segments of the consumer goods sector, including Food, Beverage, Packaged Goods, Consumer Electronics and Footwear. For more information on CGT, visit <http://www.consumergoods.com>.

About Genpact

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations, including those that are complex and industry-specific. Our mission is to help clients become more competitive by making their enterprises more intelligent through becoming more adaptive, innovative, globally effective and connected to their own clients. Genpact stands for Generating Impact – visible in tighter cost management as well as better management of risk, regulations and growth for hundreds of long-term clients including more than 100 of the Fortune Global 500. Our approach is distinctive – we offer an unbiased, agile combination of smarter processes, crystallized in our Smart Enterprise Processes (SEPSM) proprietary framework, along with analytics and technology, which limits upfront investments and enhances future adaptability. We have global critical mass – 64,000+ employees in 24 countries with key management and corporate offices in New York City – while remaining flexible and collaborative, and a management team that drives client partnerships personally. Our history is unique – behind our single-minded passion for process and operational excellence is the Lean and Six Sigma

heritage of a former General Electric division that has served GE businesses for more than 15 years. For more information, visit www.genpact.com. Follow Genpact on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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