

## Genpact Partners with the Olympic Gold Quest to Support Women Athletes to Win at the 2016 Olympics

This partnership is another step in Genpact's journey towards encouraging women in leadership across a spectrum of arenas

**NEW DELHI, March 17, 2016** – Genpact (NYSE: G), a global leader in digitally-powered business process management and services, today announced the signing of a Memorandum of Understanding (MoU) with the [Olympic Gold Quest](#) (OGQ), a not-for-profit foundation with a mission to support Indian athletes in winning gold at the Olympics. This endeavor is part of Genpact's Corporate Social Responsibility (CSR) program, and aims to support and facilitate the efforts of the athletes in the largest global sporting arena, the 2016 Olympics in Rio.

Genpact is committed to the cause of women in leadership across a spectrum of arenas and has undertaken several initiatives to help their advancement in both the corporate sector and outside. This is Genpact's second large CSR initiative under its Diversity & Inclusion pillar, towards driving women in leadership, after setting up the [Genpact Center for Women's Leadership](#), a first-of-its-kind industry-academia partnership in association with Ashoka University.

"Gender diversity and supporting women to achieve their full potential are something that we drive with everything we have here at Genpact. We're excited to extend this to supporting women in sports – where values such as meritocracy, focus, leadership and grit reflect our own values so well. It's a journey that we are all truly proud to be taking," **says Sasha Sanyal, senior vice president, Strategy and Diversity and Inclusion Leader, Genpact.**

This new partnership with the Olympic Gold Quest is a first for Genpact in the sporting arena.

"Our vision is to recognize underlying social needs and create long-term sustainable impact in the areas we believe we can make a difference. This association with OGQ is another step towards fulfilling the promise we have made to ourselves towards furthering the cause of talented women, starting this year and at a crucial time for the upcoming Olympics," **says Piyush Mehta, Chief HR Officer, Genpact.**

Co-founded by sporting icons Geet Sethi and Prakash Padukone, OGQ has supported four out of the six medalists (Vijay Kumar, Gagan Narang, Saina Nehwal and Mary Kom) at the 2012 Olympics.

"We are excited and glad that a globally respected organization like Genpact has come forward to support us. Women athletes like Saina Nehwal, Mary Kom, Deepika Kumari and Heena Sidhu have brought laurels to the country. But their biggest contribution is inspiring a new generation of women in India to believe that they can realize their potential in any sphere of life. We are confident that with Genpact's support, we will be able to provide 100% support to many such athletes and realize the common goal of creating women leaders," **says Geet Sethi, director, Olympic Gold Quest.**

"OGQ has been a tremendous source of support for many Olympic athletes. I am really excited with this partnership with Genpact, especially since it focuses on women athletes and I am sure our women athletes will benefit immensely from this," **says Heena Sidhu, Indian shooter.**

With the beginning of this long-term association, Genpact hopes that this effort will provide the much-needed stimulus that women athletes truly deserve and lead to significant achievement in Rio 2016 as well as future

events like 2020 Olympic Games.

### **About Olympic Gold Quest**

Olympic Gold Quest(OGQ) is a program of the Foundation for Promotion of Sports and Games committed to bridging the gap between the best athletes in India and in the world thus helping them to win Olympic Gold medals. OGQ's vision is to scout for potential medal talent, help identify areas of support and work with all stakeholders to aid deserving talent. OGQ strives to compliment the efforts of the Indian Government and various Sports Federations in identifying and funding the best and most deserving medal prospects for the Olympics. OGQ brings together eminent sportspersons, business leaders, sportswriters and talent scouts to identify emerging athletes, understand their training needs and raise funds for supporting athletes with Olympic medal winning potential. For more information, visit [www.olympicgoldquest.in](http://www.olympicgoldquest.in)

### **About Genpact**

Genpact (NYSE: G) stands for “**generating business impact.**” We are a global leader in digitally-powered business process management and services. We architect the **Lean DigitalSM** enterprise through our patented Smart Enterprise Processes (SEPSM) framework that reimagines our clients' operating model end-to-end, including the middle and back offices. This creates Intelligent OperationsSM that we help design, transform, and run. The impact on our clients is a high return on transformation investments through growth, efficiency, and business agility. For two decades, first as a General Electric division and later as an independent company, we have been passionately serving our clients. Today, we generate impact for a few hundred strategic clients, including approximately one-fifth of the Fortune Global 500, and have grown to over 70,000 people in 25 countries, with key offices in New York City. The resulting business process and industry domain expertise and experience running complex operations are a unique heritage and focus that help us drive the best choices across technology, analytics, and organizational design. For additional information, visit [www.genpact.com](http://www.genpact.com). Follow Genpact on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

# # #

### **For more information:**

#### **Rudra Bose**

(for Genesis BM)

[rudra.bose@bm.com](mailto:rudra.bose@bm.com)

+91 – 9811626585

#### **Sunanda K. Malik**

(for Genpact)

[sunanda.kumar@genpact.com](mailto:sunanda.kumar@genpact.com)

+91 – 9811887537

---

<https://media.genpact.com/2016-03-17-Genpact-Partners-with-the-Olympic-Gold-Quest-to-Support-Women-Athletes-to-Win-at-the-2016-Olympics>