



## Kantar Extends Contract with WNS for Market Research Support Services

August 1, 2011

*Focus on further strengthening Kantar's world-class Market Research Operations Center of Excellence at WNS*

**COLOMBO, Sri Lanka & MUMBAI, India, Aug 01, 2011 (BUSINESS WIRE)** -- WNS (Holdings) Limited (NYSE: WNS), a leading provider of global Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) services, today announced renewal of its contract with **Kantar**, a part of the WPP group. In the renewed contract, WNS will focus on further strengthening the Market Research Operations Center of Excellence that delivers a range of market research operations, including survey programming, coding, data processing/management and charting. The WNS team will also provide support for production and hosting of live interviews in market research through a team of application support professionals and drive significant productivity enhancements using Six Sigma and LEAN expertise.

"We are delighted to extend our partnership with WNS. The company has a highly professional and experienced delivery team, which clearly understands our project goals and requirements. This has enabled us to realize significant cost efficiency and business value operationally," said Sharon Potter, CEO, Kantar Operations.

"Our strengthened partnership with Kantar is indeed a matter of pride for WNS. We believe this reinforces our client's belief in our expertise and solutions. Over the last five years, WNS has helped Kantar build a strategic asset in the form of the Market Research Operations Center of Excellence. Both partners will continue to build on their capabilities to deliver world-class services that will help the Kantar Group to outperform. With our deep commitment towards ensuring operational and service excellence, I believe we should see further success in this relationship," said Keshav R. Murugesu, Group CEO, WNS Global Services.

WNS delivers a full range of business processes to support the market research industry, including survey design and management, data management, processing, presentation, report writing and high-end marketing analytics.

### About Kantar

Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at <http://www.kantar.com>.

### About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading global business process outsourcing company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals including Travel, Insurance, Banking and Financial Services, Manufacturing, Retail and Consumer Packaged Goods, Shipping and Logistics and Healthcare and Utilities. WNS delivers an entire spectrum of business process outsourcing services such as finance and accounting, customer care, technology solutions, research and analytics and industry specific back office and front office processes. WNS has over 21,000 professionals across 21 delivery centers worldwide including Costa Rica, India, Philippines, Romania, Sri Lanka and United Kingdom. For more information, visit <http://www.wns.com>.

### Safe Harbor Statement under the provisions of the United States Private Securities Litigation Reform Act of 1995

This release contains forward-looking statements as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on our current expectations, assumptions, estimates and projections about our Company and our industry. The forward-looking statements are subject to various risks and uncertainties. Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as "anticipate," "believe," "estimate," "expect," "intend," "will," "project," "seek," "should" and similar expressions. Those statements include, among other things, the discussions of our business strategy and expectations concerning our performance. We caution you that reliance on any forward-looking statement involves risks and uncertainties, and that although we believe that the assumptions on which our forward-looking statements are based are reasonable, any of those assumptions could prove to be inaccurate, and, as a result, the forward-looking statements based on those assumptions could be materially incorrect. These factors include but are not limited to worldwide economic and business conditions; political or economic instability in the jurisdictions where we have operations; regulatory, legislative and judicial developments; our ability to attract and retain clients; technological innovation; telecommunications or technology disruptions; future regulatory actions and conditions in our operating areas; our dependence on a limited number of clients in a limited number of industries; the implications of our recently announced accounting changes and restatement of our financial statements, and any adverse developments in existing legal proceedings or initiation of new legal proceedings; our ability to expand our business or effectively manage growth; our ability to hire and retain enough sufficiently trained employees to support our operations; negative public reaction in the US or the UK to offshore outsourcing; increasing competition in the BPO industry; our ability to successfully grow our revenue, expand our service offerings and market share and achieve accretive benefits from our acquisition of Aviva Global Services Singapore Pte. Ltd. (which we have renamed as WNS Customer Solutions (Singapore) Private Limited following our acquisition), our master services agreement with Aviva Global Services (Management Services) Private Limited; our ability to successfully consummate strategic acquisitions; and the volatility of our ADS price. These and other factors are more fully discussed in our annual report on Form 20-F for the fiscal year ended March 31, 2011 filed with the U.S. Securities and Exchange Commission which is available at <http://www.sec.gov>. In light of these and other uncertainties, you should not conclude that we will necessarily achieve any plans, objectives or projected financial results referred to in any of the forward-looking

statements. Except as required by law, we do not undertake to release revisions of any of these forward-looking statements to reflect future events or circumstances.

SOURCE: WNS (Holdings) Limited

**WNS (Holdings) Limited**

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