



## **WNS Wins the Golden Peacock Innovative Product / Service Award – 2011**

January 21, 2012

*Recognized for the Innovation – WNS Analytics Decision Engine "WADE"*

MUMBAI, India--(BUSINESS WIRE)--Jan. 21, 2012-- WNS (Holdings) Limited (NYSE: WNS), a leading provider of global Business Process Outsourcing (BPO) services, was recognized with the prestigious Golden Peacock Innovative Product / Service Award for the year 2011, for WNS Analytics Decision Engine (WADE) that leverages WNS's capability around technology and analytics. The jury was chaired by Justice P.N. Bhagwati, former Chief Justice of India and Member, UN Human Rights Commission.

The award was presented to WNS by Honorable S. Suresh Kumar, Minister for Law, Justice and Human Rights, Government of Karnataka, Ola Ullsten, former Prime Minister of Sweden and Co-Chair, World Commission on Forests and Sustainable Development and Rt Hon'ble Baroness Sandip Verma, Lords Minister for Business, Innovation & Skills (Higher Education) and Equalities & Women and the Whip for the Cabinet Office, British Government at the award ceremony, held at the 22<sup>nd</sup> World Congress on Total Quality, on Saturday, Jan. 21, 2012, in Bangalore, India, in the presence of a distinguished gathering of business leaders, jurists, academics, environmentalists, economists, legislators and policy makers.

WADE is a single integrated solution aimed at drawing insights from the deluge of data that consistently and accurately anticipate current and future trends, and thereby, inspire the organization to change the way it thinks / acts to achieve its long-term growth targets. WNS's proprietary framework harnesses multiple sources of data available to the organization; harmonizes and makes it available at a single user interface; thereby generating actionable insights for timely application to business.

"We are pleased to announce WNS as a winner of the Golden Peacock award in the category - Innovative Product / Service - WADE, WNS Analytics Decision Engine. WNS was adjudged the winner of the innovation award, for pioneering a modern analytics tool for companies in the retail and consumer packaged goods industry," said, Manoj K Raut, CEO and Director, Institute of Directors. "Congratulations to the WNS team for a great innovation that will drive success and benefits for WNS and its clients," he added.

"Winning this prestigious honor is a matter of great pride for us. Our aim has been and will be to constantly develop outcome-based transformational solutions that are supported by proprietary frameworks, process excellence, technology and cutting-edge analytics, in order to help our clients outperform their competition. We are committed to creating more such ground-breaking propositions, and with this award, we hope to set new industry benchmarks in innovation and delighting our customers in the years to come," said Keshav R. Muruges, Group CEO, WNS, on this occasion.

The 'Golden Peacock Innovative Product / Service Award' is given to a product or service, which shows a quantum jump in the exploitation of current technology to achieve maximum customer satisfaction at minimum cost. WNS has earlier been the proud recipient of the Golden Peacock National Quality Award in 2011 for Overall Business Excellence and Quality Standards; and the Golden Peacock Eco-Innovation Award in the year 2009 for its Green Lean Sigma program towards attaining carbon neutrality.

### **About The Golden Peacock Awards**

The Golden Peacock Awards (GPA) is a set of prestigious national and global awards designed to improve productivity and quality in organizations. The Golden Peacock Awards are now considered the greatest recognition of corporate excellence in areas of innovation, quality, training, governance, environment management and corporate social responsibility. The 'Golden Peacock Innovative Product/Services Award' named after India's national bird the "Peacock" is awarded every year to the most innovative product as determined by the satisfaction of customer's long term unexpressed and unarticulated needs and aspirations in a most cost-effective manner which is consistent with the society's goal of sustainable development.

### **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 23 delivery centers worldwide including Costa Rica, India, Philippines, Romania, Sri Lanka and United Kingdom. For more information, visit <http://www.wns.com/Services/Cross-Industry-Solutions/Research-and-Analytics/wade.aspx>.

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

This document includes information which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events. Factors that could cause actual results to differ materially from those expressed or implied are discussed in our most recent Form 20-F and other filings with the Securities and Exchange Commission. WNS undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Source: WNS (Holdings) Limited

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