



WNS Launches Brandttitude™

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Next-gen Business Intelligence Analytics Platform

NEW YORK & MUMBAI, India--(BUSINESS WIRE)--Mar. 24, 2017-- WNS (Holdings) Limited (NYSE: WNS), a leading provider of global Business Process Management (BPM) services, today announced the launch of [WNS Brandttitude™](#) - a cloud-based business intelligence analytics platform designed to track brand performance, understand customer behavior and perceptions, and identify buying patterns. This state-of-the art platform provides multi-dimensional insights across complex and disparate data sources. Brandttitude™ enables clients to carry out exploratory data analysis, perform predictive modeling and generate self-service analytics.

"For clients to propel their businesses forward, they must be able to translate massive amounts of data into meaningful and useful business intelligence. Consolidating, managing and analyzing available information is an increasingly complex process," said Keshav Murugesh, WNS' CEO. "Organizations today need a real-time solution that leverages technology, analytics and deep domain expertise to generate actionable and reliable business insights. The WNS Brandttitude™ platform enables clients to better understand their end-customers, compare themselves to key competitors, and take smart, data-driven actions to transform their brand performance."

[Brandttitude™](#) is powered by an advanced, scalable analytics platform that integrates data from disparate sources and compares information against a comprehensive library of KPIs configurable to different industries. For example, for the retail and CPG industries, the platform unifies data from market research and surveys, retail store audits, channel data, shipment data and many other sources.

[WNS' analytics](#) practice currently has over 2,200 data scientists, researchers and domain experts, providing analytics work for more than 75 global businesses spread across verticals. WNS provides a broad spectrum of analytics products and services including big data, business intelligence and reporting, machine learning, research, marketing, social media, risk, fraud, claims, and customer relationship management. WNS has been recently recognized with two Stevie awards for its social media analytics platform (SocioSEER), and Interactive Data Enabled Analytics (IDEA) suite of solutions. The WNS Analytics practice is complemented by a robust R&D center, focused on innovation and emerging technologies.

About WNS

WNS (Holdings) Limited (NYSE: WNS), is a leading global business process management 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, Healthcare and Utilities. WNS delivers an entire spectrum of business process management services such as finance and accounting, customer interaction services, technology solutions, research and analytics and industry specific back office and front office processes. As of December 31, 2016, WNS had 32,184 professionals across 41 delivery centers worldwide including China, Costa Rica, India, Philippines, Poland, Romania, South Africa, Sri Lanka, United Kingdom and the United States. For more information, visit www.wns.com.

Safe Harbor Provision

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.

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