



Adventity Launches Global Delivery Centre in Chennai

Adventity, India's leading end-to-end knowledge and business process outsourcing company, today announced the opening of its latest Global Delivery Center in Chennai. The facility was inaugurated by **Thiru A. Raja Honourable Union Minister for Communications and IT**.

Inaugurating the facility, **Thiru A. Raja Honourable Union Minister for Communications and IT** notes, "Chennai provides a strong combination of talent and infrastructure, while providing a competitive advantage for customers operating across the globe. This city has emerged as a leading IT and ITES destination and is highly equipped with technical resources to support a host of quality financial services. Adventity's decision to expand its presence here is a testament to the area's highly skilled workforce and business environment".

This GDC is Adventity's fifth delivery center in India, and the first outside Mumbai, bringing the company's capacity to over 300,000 sq. ft. With its international headquarters in New York, Adventity has delivery centers in Houston, US and Dubai, UAE and offices in London, Hong Kong, Singapore and Seoul. Adventity, which currently employs over 4,000 professionals, is expected to double its headcount over the next 18 months.

Adventity will offer the following services from Chennai:

- Leading high-value financial, business and market research and analytics services to the global investment banking, research and asset management markets;
- The most comprehensive, turn-key credit, debit and loyalty cards program management and transaction processing "service bureau" service for the global market;
- Full suite Airline and Travel services ranging from quantitative customer analytics, technology-independent outsourced revenue accounting & recovery services, and customer contact services;
- End-to-end, offshore mortgage origination, processing and servicing capabilities for the U.S. market;

Mr. Kumar Subramanian, CEO, Adventity India adds, "We chose Chennai for our new facility owing to the brilliant talent this city offers and the excellent infrastructure facilities available here, all of these will help us continue to deliver customer excellence via integrated solutions. Our new Global Delivery Centre in Chennai reinforces our leadership position in the global outsourcing industry and will continue to play a significant role in our growth plans".



About Adventivity

Adventivity is the fastest growing provider of strategic end-to-end knowledge and business process outsourcing (KPO/BPO) solutions to the banking, mortgage, financial services, airlines and travel industries globally. With offices in North America, Europe, Middle East and Asia, Adventivity's clients include a broad range of Global 1000 companies as well as top investment banks, private equity firms, management consulting firms, multi-billion dollar asset managers and regional and global airlines.

Ranked a Top 25 Best Managed Global Outsourcing Company by the 2007 Black Book of Outsourcing, Adventivity provides comprehensive and cost-effective outsourcing solutions, including tailored research and analytical services, credit, debit and cash cards processing, loan origination and processing, underwriting, airline revenue accounting and recovery, fares distribution and customer contact support. The company's focus on customer excellence uses the most regimented processes, the highest caliber talent, deep domain knowledge and maximum information security to deliver end-to-end solutions.

Adventivity is funded and supported by Norwest Venture Partners, CIBC Capital Partners, DA Capital and private investors.

Additional information can be found on the company's website:
<http://www.adventivity.com>

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