

<http://www.bloombergtv.com/industry-news/it-industry-news/53269/indian-bpos-continue-to-be-bullish.html>

The screenshot shows the top portion of a Bloomberg TV website. At the top left is the Bloomberg TV logo with the tagline 'Smart and simple'. To the right is a promotional banner for a driving experience in Sepang, Malaysia. Below the banner is a navigation menu with links for Home, Markets, News, Mutual Funds, Industry, Opinions, Compare Stocks, Your Money, Lifestyle, TV, and WatchList. A search bar and social media icons are also visible. The main content area features the article title 'Indian BPOs continue to be bullish' by Bala Krishnan, dated July 22, 2010. Social media sharing options for YouTube, Facebook, and Twitter are provided. The article text begins with a paragraph about the Indian BPO industry's shift in focus from low-cost labor to value chain factors.

BANGALORE: As the Indian BPO industry looks to move up the value chain, the low-cost factor, which was once the industry's biggest strength, has taken a backseat. Companies looking to offshore work are looking at factors like proximity, ability to deliver high value and the quality of labour pool over cost arbitrage.

Philippines, India's strongest competitor in the BPO space, is seeing Indian companies setting up operations in the country. The Filipino BPO industry is now confident of outpacing India's pace of growth.

Oscar R. Garcia, CEO, Business Processing Association, Philippines, said: "Last year, it was a crisis year but we grew 10%. We delivered \$7.2 billion in 2009. This year, at least 30% growth is our projection. That brings us to \$9.5 billion, and another 30% next year brings almost \$12 billion. That's a good pace of growth, and we are confident we will get there."

According to AT Kearney's Global Services Location Index done last year, India is still the favourite BPO destination in the world followed by China and Malaysia. New players like Egypt and Jordan are ranked at sixth and ninth, respectively, in the list.

Samir I. Asfour, Commissioner for Investments & Development, Jordan, said: "If we look at the workforce, which is our real strength and asset, Jordan's population is about six million... if we are addressing the Arabic-speaking market or countries, Jordan is perfectly positioned to do that."

In addition to acquisitions, analysts expect Indian BPO companies to aggressively set up new centres in Europe, Latin America and South East Asia. BPO firms say India will remain the top destination even as clients are increasingly moving to a global sourcing model.