

Avendus Capital Advises HEROtsc on Its Acquisition by Webhelp.

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DEAL VALUE	Undisclosed
SERVICE	Mergers & Acquisitions
SECTOR	Enterprise Technology & Services

HEROtsc, one of the UK's leading contact centre companies which employs over 6,000 people across nine sites, has been acquired by Paris-headquartered Webhelp Group.

Webhelp Group operates 24 contact centres in continental Europe and North Africa, has annual revenues of 220m Euros and employs 10,500 people. The acquisition forms part of Webhelp's international expansion strategy and is its first in the United Kingdom. Webhelp is backed by Charterhouse Capital Partners, which acquired a majority stake in the business in 2011.

This transaction marks an end to the company's ownership by the India-based HERO Group which has divested of its ownership to focus on its existing core manufacturing businesses. Under HERO's ownership over the last five years, HEROtsc has more than doubled its revenues to over £100 million in the current year and grown staff numbers from 2,000 to 6,000.

| Avendus Capital acted as the financial adviser to the shareholders and management of HEROtsc.

Robert Davis, Head of Avendus' European businesses, commented: "HEROtsc, by virtue of its position as the largest independent UK-based call centre company, received interest from several strategic players. Avendus' European team, working with our colleagues in the US and India, advised on this transaction."

Gaurav Deepak, Managing Director and Head of Investment Banking, Avendus Capital, commented: "This transaction reflects the global trend of consolidation in the IT Services & BPO Outsourcing industry. I am excited about Avendus' ability to deliver transaction solutions to our clients combining its insight into the industry and leveraging its relationships with global companies and funds."

| About Avendus

Avendus Group is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

Avendus Capital, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus' wide range of clients is testimony to its ability to serve its corporates throughout their life cycle – from growth stage funding to large-sized transactions, M&A advisory and access to public markets.

Avendus Capital Inc., New York and **Avendus Pte Ltd.**, Singapore are both Avendus Group entities offering services to clients in the US and Southeast Asia respectively.

For more information, please visit www.avendus.com

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