



## Genpact appoints Ricky Bindra as CEO of the Genpact - NDTV joint venture - NGEN Media Services

**New Delhi, October 17, 2006** – **Genpact**, a global provider of business services and technology solutions, announced the appointment of **Ricky Bindra** as the **CEO** of the recent **Genpact- NDTV joint venture, NGEN Media Services**, today. In his new role, Mr. Bindra will be spearheading the operationalization of a world class delivery organization by building the management, front-end teams and robust processes. He will be responsible for the growth along with revenue and EBIT targets for this joint venture.

The Genpact- NDTV joint venture is a landmark deal, offering outsourcing solutions to address the huge demand driven by changing customer behavior and the dynamism of the regulatory environment, impacting the media industry today. The partnership combines Genpact's offshore experience, global delivery capabilities, sales and marketing infrastructure, reputation for operational excellence with NDTV's brand image, domain knowledge and world class media skill sets.

Previously, Mr. Bindra was the Vice President and Global Operating Leader for one of Genpact's biggest clients where he played a successful and pivotal role in enhancing the account's performance.

Prior to joining Genpact, he has worked with organizations such as Accenture, Phoenix Global and Wipro Spectramind in leadership roles across Operations and Business Development.

He holds an MBA from the Maastricht School of Management, Netherlands.

### **About Genpact**

Genpact drives process improvements to help global enterprises improve their revenue, margins, speed, and customer relationships. Principally owned by GE, General Atlantic, and Oak Hill Capital Partners, Genpact has 26,000 highly skilled associates specialized by industry (banking/finance, insurance, manufacturing, transportation, automotive, and business services) and by the impact areas they serve (finance & accounting, sales & marketing analytics, customer service, financial services collections & operations, supply chain & procurement services, aftermarket services, information technology services, and enterprise application services & program management). With a direct sales network spanning Europe, North America and Asia, Genpact is headquartered near Delhi in Gurgaon, India, and has operations centers across India as well as in China, Hungary, Poland, the Philippines, Romania, the United States and Mexico. For more info: [www.genpact.com](http://www.genpact.com)



### **About NDTV**

NDTV Ltd, founded in 1988, is India's first and largest private producer of news, current affairs and entertainment television. It is home to the country's best and brightest reporters, anchors and producers; 23 offices and studios across the country host India's most modern and sophisticated production and newsgathering facilities. As an organization, NDTV is totally committed to one cause: to use its extensive expertise, experience, technology and reach to create unparalleled coverage of the latest in domestic and international news and entertainment for viewers at home and around the world. In 2003, NDTV simultaneously launched two 24-hour news channels, NDTV 24x7 in English, and NDTV India in Hindi, which targets the Indian diaspora across the world. Last year NDTV launched NDTV Profit - a 24 hour business plus channel. For more info: [www.ndtv.com](http://www.ndtv.com)

### **FOR MORE INFORMATION, CONTACT:**

David Jensen  
[david.jensen@genpact.com](mailto:david.jensen@genpact.com)  
1 203 252-8562

Anita Trehan  
[anita.trehan@genpact.com](mailto:anita.trehan@genpact.com)  
(91) 124 502 2726

Vivaan Gideon  
[Vivaan.gideon@bm.com](mailto:Vivaan.gideon@bm.com)  
(91) 98 99705511