

Ref: No. ABCL/SD/MUM/2025-26/MAY/13

14 May 2025

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code: 540691
Scrip ID: ABCAPITAL

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot. C/1,
G-Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai 400 051
Symbol: ABCAPITAL

Dear Sir/ Madam,

Sub: Intimation under Regulations 33 and 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulations 33 and 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the newspaper advertisements regarding the Audited Financial Results of the Company for the quarter and Year ended 31 March 2025 published in Business Standard (All Editions) and Sandesh (Rajkot edition) on 14 May 2025.

The same shall be uploaded on the Company's website <https://www.adityabirlacapital.com/>.

The above is for your information, records and dissemination please.

Thanking you,

Yours sincerely,

For **Aditya Birla Capital Limited**

Santosh Haldankar
Company Secretary & Compliance Officer
Encl.: As above
Cc:

Luxembourg Stock Exchange
Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg

Citi Bank N.A.
Depositary Receipt Services
388 Greenwich Street
14th Floor, New York,
NY 10013

Citi Bank N.A.
Custodial Services
FIFC, 11th Floor, C-54 & 55, G Block
Bandra Kurla Complex
Bandra (East), Mumbai 400 051

Listing Agent
Banque Internationale à Luxembourg SA
69 route d'Esch
L - 2953 Luxembourg
Grand Duchy of Luxembourg

BPO CALLING AI

The first of a two-part series looks at how India's \$54 billion BPO sector is being rewired by artificial intelligence and Agentic AI



SHELLEY SINGH
New Delhi, 13 May

The \$54 billion business process outsourcing (BPO) industry — long known for its human capital advantage and operational scale — is undergoing a transformation more profound than any seen since its start almost three decades ago. This time, the disruption is not being driven by headcount, but by algorithms.

Artificial intelligence (AI) and its more autonomous cousin, Agentic AI, which can act independently and make decisions without constant human intervention, are rapidly reshaping the architecture of global outsourcing, redefining not only how services are delivered, but what services are even needed.

It's not about replacing humans — it's about augmenting human capabilities. "We are moving beyond generic AI to building domain-specific intelligent AI solutions," said Sanjeev Vohra, chief technology and innovation officer at Genpact, the \$4.77 billion business and technology services major. "We are integrating domain-specific intelligent agents into business operations that adapt, learn and optimise in real time," he added.

From cost arbitrage to AI edge

BPOs have been synonymous with cost-cutting strategies of global enterprises. Companies, spanning Fortune 2000 majors including GE, Amex, Bank of America, Citibank, JP Morgan, Prudential, Capital One, Pfizer, and hundreds of others, have banked on low-cost, high-quality talent from India to deliver a gamut of services — from customer support to account reconciliation, from analytics to mortgage processing.

Now, this industry of 1,000-plus companies, which Nasscom estimates is worth \$54 billion and employs around 2 million, is morphing into intelligent AI-driven cognitive ecosystems. Automation, analytics, and empathy now coexist in tightly integrated systems. Routine processes — from invoice reconciliation to customer onboarding — are being handled by intelligent bots that require little to no human supervision.

Brenda Sen, president of Business Process Services (BPS) at Tech Mahindra, calls it a "tectonic shift." At \$6.26 billion, Tech Mahindra is among the top six technology services providers.

"Up to 60 per cent of agent workloads, depending on the industry, are now managed by AI systems," Sen said. "Call summarisation, sentiment analysis, and predictive insights are handled in milliseconds. This frees human agents to focus on what machines still can't do — handle emotions, persuasion, and nuanced problem-solving."

From response to reasoning

Unlike traditional AI, which reacts based on rules or training data, agentic AI acts. It can assess a situation, make decisions, and take independent steps to resolve problems — capabilities that are now being baked into BPO processes.

Take, for instance, Genpact's AP Capture, an agentic AI solution. Designed for accounts payable functions, the system uses GenAI agents to read, interpret, and reconcile invoices across large enterprise systems.

Initial deployments have cut manual processing efforts significantly, resulting in faster payments and lower error rates.

The firm also helped a major global investment bank tame a sprawling 600-million-node knowledge graph (a kind of database comprising multiple

Unlike traditional AI, which reacts based on rules or training data, agentic AI acts. It can assess a situation, make decisions, and take independent steps to resolve problems — capabilities that are now being baked into BPO processes

entities). Using AI agents with reasoning and memory capabilities, the bank can now interpret complex user queries and navigate vast ontologies using natural language, turning dense datasets into strategic assets.

"We built a scalable AI agent system that leveraged perception to understand user queries," Vohra said. "By making complex knowledge graphs accessible through natural language, we have empowered the bank to transform data complexity into a strategic advantage."

Call centres, once the engine room of India's BPO exports, are evolving too. Depending on the complexity, 30–50 per cent of voice and chat volumes are now handled by conversational AI, according to data from BPO firm Quatro and analyst firm EY India.

"We've seen massive gains in automation for routine queries — banking transactions, airline bookings, or mortgage processing," said Raman Roy, chairman and managing director, Quatro BPO Solutions, a Quatro-based business services provider. "BPO in India is moving up the value chain. It is increasingly AI-assisted."

Agent-assist tools now "listen" to live calls, pull up contextual data, and coach agents in real time — cutting average handling times and increasing first-call resolution.

Yet, companies are proceeding with caution when it comes to voice AI. "Depending on client maturity and process type, automation may account for 30–50 per cent of voice and chat volumes. But priority

remains in maintaining human empathy and contextual judgement where it matters most," said Keshav R Murugesh, group CEO at WNS, a Mumbai headquartered BPO services provider.

While Tech Mahindra is seeing an AI-led transformation that is both technical and cultural, Sen describes their BPS unit as becoming "phygital" — where physical human effort and digital intelligence combine.

For a financial services client, Tech Mahindra deployed emotion-aware AI and real-time speech analytics to scale, from reviewing customer interactions manually to 100 per cent automated.

"The return on investment is real," Sen said. "In low-complexity environments, we've seen up to 3x cost savings. But the bigger prize is in augmenting human intelligence, not replacing it."

Looking ahead, Sen envisions decentralised, on-demand contact centres powered by cloud and edge computing — with agents and AI working as partners. "The future isn't man versus machine," he said. "It's man with machine."

For the \$1.31 billion WNS, GenAI is no longer just a capability — it's a revenue stream. According to Murugesh, 5 per cent of the company's 2024–25 (FY25) revenue came directly from GenAI-powered solutions.

The company recently helped a global insurance client identify claims recovery opportunities, reducing false positives by 60 per cent using AI models embedded with domain-specific rules. In the healthcare space, AI systems have expedited diagnoses, reduced clinical errors and generated automated medical summaries. In travel, WNS uses AI to personalise itineraries.

Internally, WNS has upskilled 22,000 employees in GenAI competencies. Across BPO providers, AI is not an add-on anymore. It's baked into how they design customer experiences, automate workflows and drive business outcomes.

Industry veterans stress that this is not a transition to machines, but a convergence with them. "AI excels at scale, speed, and precision," said Roy of Quatro. "But complex decision-making, ethics, and context are still very human domains."

A collaborative man-machine future

Preeti Anand, Partner at EY India, agrees. "We're not seeing the end of human contact centres — but an evolution." EY estimates that up to 50 per cent of call types are ripe for automation via AI or chatbots, but another 20–30 per cent are best addressed by AI-assisted humans who can act on real-time data and insights.

"Human agents will continue to handle high-value, high-empathy tasks," Anand said, but they will do so with powerful AI co-pilots.

Despite fears of an AI-led demise of human jobs, most leaders see a more collaborative future. "AI will

do the heavy lifting," said Roy. "But humans will still provide judgment and creativity."

In fact, a lot of new jobs are emerging. Nasscom's Senior Vice President Sangeeta Gupta said, "At present, the industry is expanding because of AI. And at least in the next 3–5 years, it will lean on more human talent. For instance, there is a lot of job creation happening in data annotation (labelling data) tasks."

Nasscom sees a 6–7 per cent annual growth rate for BPO in this fiscal.

According to the industry body, as AI becomes more embedded in enterprise workflows, entirely new job roles are emerging. Business functions are seeing the rise of roles such as data scientist, AI strategy director, and Chatbot HR specialist. In customer service, positions like AI

conversation designer and virtual assistant trainer are becoming critical to managing AI-human interactions effectively.

Roy said, "Organisations that combine AI's capabilities with human insight will be the ones that thrive."

The BPO sector, which once rode a wave of global labour arbitrage, is now scripting its second act — one where the next big outsourcing engine might not speak with an accent, but solve problems with agentic intelligence and clarity. India, long the world's backoffice, is now positioning itself as the frontrunner in building the future of intelligent operations.

Tomorrow, Part 2 of Man & Machine will look at the evolution of customer support from IVR to chatbots to AI and the future

THE CO-PILOTS

■ AI and humans work as partners

■ Processes that involve a set of standard rules, like determining insurance premium, loan eligibility or mortgage processing, are done by both AI and humans

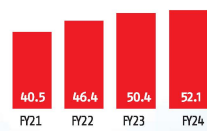
■ Routine processes like invoice reconciliation, and customer onboarding are being handled by AI

■ AI-led automation is key as teams upgrade to more complex tasks

Source: Industry

BPO REVENUE

(in \$ billion)



*Estimates; Note: Around 1 million are employed in BPO companies
Source: Nasscom

Aditya Birla Capital Limited



Regd. Office: Indian Rayon Compound, Varvel - 362 206, Gujarat | Tel: 91 2678 243237
CIN: L64202GJ2007PL1258860 | www.adityabirlacapital.com | abcs@adityabirlacapital.com

AUDITED FINANCIAL RESULTS (STANDALONE AND CONSOLIDATED) FOR THE QUARTER AND YEAR ENDED 31ST MARCH 2025

The Audited Financial Results (Standalone and Consolidated) of Aditya Birla Capital Limited ("the Company") along with the Audit Reports of the Statutory Auditors of the Company for the quarter and year ended 31st March 2025 have been reviewed by the Audit Committee and approved by Board of Directors of the Company at their Meetings held on 13th May 2025, in terms of Regulation 33 and 52 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The aforementioned financial results along with the Audit Reports of the Statutory Auditors thereon are available on the website of BSE (www.bseindia.com) and NSE (www.nseindia.com) and on the Company's website at <https://www.adityabirlacapital.com/investor-relations/quarterly-results>. The same can also be accessed by scanning the QR Code provided below:



Scan the QR Code to view the Results on the website of the Company

For and on behalf of the Board of Directors
ADITYA BIRLA CAPITAL LIMITED

Kumar Mangalam Birla
Chairman
DIN: 00012813

Place: Mumbai
Date: 13th May 2025

An Aditya Birla Group Company



JAI BALAJI INDUSTRIES LIMITED

Registered Office: 5, Bentineck Street, Kolkata - 700001

Phone: (033) 2248-9808, Fax: (033) 2243-0021

Email: jaibalaji@jaibalajigroup.com, Website: www.jaibalajigroup.com

CIN: L27102WB1999PLC089755

EXTRACT OF STATEMENT OF AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2025

(₹ in Crores)

Sl. No.	Particulars	Standalone				Consolidated	
		Quarter ended		Year ended		Year ended	
		31.03.2025	31.12.2024	31.03.2024	31.03.2025	31.03.2024	31.03.2024
		(Audited)	(Un-audited)	(Audited)	(Audited)	(Audited)	(Audited)
1	Total income from operations	1,608.23	1,503.90	2,001.83	6,418.46	6,628.87	6,628.87
2	Net Profit/(Loss) for the period (before Tax, Exceptional and/or Extraordinary items)	108.34	169.62	356.63	777.99	963.21	963.21
3	Net Profit/(Loss) for the period before tax (after Exceptional and/or Extraordinary items)	108.34	169.62	356.63	777.99	963.21	963.21
4	Net Profit/(Loss) for the period after tax (after Exceptional and/or Extraordinary items)	75.48	120.42	272.98	557.88	879.56	879.56
5	Total Comprehensive Income for the period (Comprising Profit/(Loss) for the period (after tax) and other Comprehensive Income (after tax))	75.92	120.42	272.16	558.32	878.75	878.75
6	Equity Share Capital	182.45	182.45	163.65	182.45	163.65	182.45
7	Other Equity	-	-	-	1,942.39	1,340.47	1,340.47
8	Earnings Per Share (EPS) (of ₹ 10/- each) (not annualised)						
	(a) Basic (in ₹)	0.83	1.32	3.39	6.25	11.16	6.25
	(b) Diluted (in ₹)	0.83	1.32	3.15	6.18	9.96	6.18

NOTE:

- The above is an extract of the detailed format of Annual Financial Results filed with the Stock Exchanges for the quarter and year ended 31st March, 2025 under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Annual Financial Results for the fourth quarter and year ended 31st March, 2025 are available on the Stock Exchange websites viz. www.nseindia.com, www.bseindia.com and on the Company's Website.
- The figures for the quarter ended March 31, 2025 represents the derived figures between the audited figures in respect of the full financial year period, March 31, 2025 and the unaudited published period to date figures upto December 31, 2024 being the date of the third quarter of the current nine months period, which were adjusted to a limited review.
- The above Results have been reviewed by the Audit Committee and approved by the Board of Directors at their meeting held on 12.05.2025.
- Previous year figures have been re-grouped/re-arranged wherever necessary, to make them comparable.



FOR JAI BALAJI INDUSTRIES LIMITED
sd/-
Aditya Jajodia
(Chairman and Managing Director)
(DIN : 00045114)

Place: Kolkata
Date : 12th May, 2025

