

EMERGING TREND IN INDIAN ECONOMY IMPRESSION OF BPO INDUSTRY

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ABSTRACT

India is at the forefront of the rapidly evolving Business Process Off shoring (BPO) market and is well established as a 'destination of choice'. Having grown manifold in size and matured in terms of service delivery capability and footprint over the past decade, the Indian BPO industry is now at an inflexion point – and faces a unique opportunity to enhance its role as a full-service, value-adding partner. There is significant headroom in the addressable BPO opportunity for buyers² and providers, and there are sizeable untapped opportunities across a wide spectrum of segments. Also, Indian BPO industry is favorably positioned to benefit from its established delivery capabilities, which bear a key influence on buyers' decision to expand their global sourcing exposure. Over the next five years, the right choices by stakeholders of the Indian BPO industry could affect a fivefold growth. The aspired target is aggressive, but it is achievable, and will bring huge payoffs to India's economy, employment and role in the global marketplace.

KEY WORDS: Indian economy, BPO industry.
