

Mphasis accelerates European expansion with the launch of its German hub for delivery of operational & digital services



~ The new hub is expected to create job opportunities in the region, hiring 200 by June 2022 with an aim to grow headcount at 30% annually

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[Mphasis](#), (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specialising in [cloud](#) and [cognitive](#) services, has expanded its footprint in Germany with the launch of a new delivery centre located at Hansaallee 299 in Dusseldorf, to support its growing presence in Europe. Mphasis aims to:

- Create approximately 140 new local jobs immediately, rising to 200 by June 2022 – aims to grow employment opportunities to drive significant growth in the market
- The centre will act as a pivot and anchor for the market entry strategy and business development
- Offer scalable operations and digital technology services to the DACH markets, which continue to be a hotbed of innovation, especially in financial services, automotive and logistics
- Provide innovative customer experience led contact centre services, piloting with an anchor client – a leading global fintech headquartered in Europe and specialising in payments – before scaling into automotive and other industries

“The establishment of Mphasis underlines the role of North Rhine-Westphalia as one of the most innovative business locations worldwide and as a strong location for Indian direct investments in the ICT sector. The local ICT sector is one of the drivers for the digitalization and transformation of our economy. Therefore, I am very pleased that Mphasis, one of India’s Top 10 IT companies, has chosen North Rhine-Westphalia as a strategic hub for the further development of the European market. A clear sign of the growth potential in our state is the creation of over 140 jobs already in the first step,” said **Prof. Dr. Andreas Pinkwart, Minister of Economic Affairs and Digitalization of the State of North Rhine-Westphalia.**

“The success is visible!” said **Dr. Stephan Keller, Mayor of Düsseldorf.** *“The launch of Mphasis’ new delivery center proves that Düsseldorf is the perfect location for bringing innovative IT services to the German and European market. Nowhere else can Indian IT companies reach a greater customer potential and a richer talent pool than in the Düsseldorf region. The Office of Economic Development of the state capital of Düsseldorf offers - in close cooperation with our partners: NRW.Global Business, the Indo-German Chamber of Commerce, and the Chamber of Industry and Commerce of Düsseldorf - a first-class-service for new market participants. This enables Indian companies to quickly and successfully establish their business models in Düsseldorf.”*

Mphasis’ approach to transformation is aligned with the customer experience and compliance needs of the German market, where the crisis caused by the pandemic has accelerated the pressing need for agile, seamless digital experiences across sectors. Overcoming this challenge requires a deeply personalised approach to help organisations maintain competitive advantage. By launching a regional contact centre in Germany, Mphasis will drive high quality, efficient, scalable, and dependable delivery to cater to the unique needs of the evolving German and wider European market.

“As the global crisis has accelerated the need for next-gen operations and technology, we identified the vital need, and importance of native onshore and nearshore delivery centres to strengthen further our global delivery models for efficient and resilient delivery of customer-centric solutions. We’re excited to announce the launch of this new centre, reflecting Mphasis’ drive to form strong roots in the European market where we see considerable potential and where we

are looking to create employment for hundreds of local people over the next 12-18 months,” said **Nitin Rakesh, Chief Executive Officer and Executive Director, Mphasis.**

“This is a further major milestone in Mphasis’ ongoing commitment to our core European markets. We believe that there is an opportunity to deliver better customer experiences by leveraging the unique characteristics and talent available in local markets and becoming more closely involved for the long-term with regional clients, employees, and society. Further, this move will help Mphasis to build greater resilience and compliance capabilities in its global delivery model. Our new center in Dusseldorf will be an ideal melting pot of talent, delivery, and customer experience,” said **Anurag Bhatia, Senior Vice President and Head of Europe, Mphasis.**

As a leader in next-generation digital solutions, Mphasis recognises the significant opportunities in the region. The Global Innovation Index (GII) ranks Germany in 9th in 2020 out of 131 economies, largely due to its position as one of the leading countries for patents and R&D spending, home to several world-renowned science and technology clusters, and regional bases of numerous multinational companies.

Mphasis also plans to establish partnerships with universities in the region to promote innovation, drive new concepts and ideas, and create internship or employment opportunities. In the immediate term, the company has [opened applications](#) for local customer experience and contact center specialists, further expanding to include other key digital skillsets.

About Mphasis

[Mphasis \(BSE: 526299; NSE: MPHASIS\)](#), applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in Mphasis’ [Front2Back™](#) Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized (C= $X2C^2_{TM}=1$) digital experiences to clients and their end customers. Mphasis’ Service Transformation approach helps ‘shrink the core’ through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis’ core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. Click [here](#) to know more.

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