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Gen-pact India

Introduction

The Indian subsidiary of Genpact serves as a leader in outsourcing both business process management and digital transformation services that transformed the outsourcing market. This study examines both the rising business growth at Genpact along with its operational obstacles and key strategic choices which have driven its path to success.

Background

General Electric established Genpact as its subsidiary in 1997 before the company gained independence in 2005. Genpact expanded its service offerings from basic BPO to provide analytical and artificial intelligence along with digital transformation solutions to businesses worldwide.

Global Expansion

The company plans to increase its business operations throughout North America Europe and Asia to achieve revenue stream diversity.



Conclusion

Through innovation Genpact India extends valuable knowledge about adapting business operations to changing environments by using strategic planning and customer-first principles.

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