

# JKH enter BPO sector



Raj Dutta, Raman Roy, Susantho Rathnayoke - Chairman JKH, Ajith Gunawardene - Deputy Chairman JKH, Ronnie Peiris - Group finance director

John Keells Holdings (JKH) and Raman Roy Associates (RRA) recently announced a partnership to develop a BPO business in the Asian region, initially focusing on India and Sri Lanka. The two parties entered into a Memorandum of Understanding and committed approximately US\$22 million to the venture.

RRA was chosen to partner John Keells in this venture in an effort to replicate in Sri Lanka the successes achieved in India's BPO industry. Raman Roy, who is widely considered the pioneer of the Indian BPO industry, is fondly referred to as "the father of the Indian BPO Industry"; leads RRA.

Roy was the Chairman and Managing Director of Wipro Spectramind, the largest provider of third party BPO shared services from India, which post he retired from recently.

The joint venture is expected to set up its operation initially in Delhi, followed by Colombo and thereafter in other selected cities in India and Sri Lanka.