

## HCL BPO to hire 300 more for media unit

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With outsourcing opportunities opening up in print, online and telecast media, HCL BPO is planning to increase the headcount in its media BPO division to 600 from the present 300, in the next 12-18 months.

The company's media solutions division offers solutions such as pre-press, pagination, proof-reading printing, editorial and circulation.

HCL BPO is also looking to ramp up its workforce in the editorial segment in order to cater to increased demand for content as Western media houses are expected to outsource their editorial content to India in the near future.

Besides outsourcing non-core job works, newspaper houses and magazines have started outsourcing editorial work as well.

"It is happening with small magazines and county papers. When big media houses decide to outsource their editorial content, it will be a great thing. Also, outsourcing of online editions too is emerging as a good opportunity," Mr Prahlad Punia, Vice-President (Operations) of HCL BPO, told *Business Line*.

Mr Punia felt that India had a good chance to make use of these opportunities due to the availability of a vast talent pool, skilled in various areas of the media industry.

"The newspaper industry alone is pegged at \$100 billion. Even if 10 per cent is outsourced to India, it is a very

big opportunity," he said. "Another avenue for Indian media BPO companies is legacy content. Some of the historical content of media houses could be monetised if it is digitised," he added.

### **RISING TREND**

The trend to outsource media work to India has been on the rise over the last few years and witnessed an increase in volume from \$450 million (Rs 2048 crore) in 2006 to around \$1 billion (Rs 4551 crore) in 2009, he said.

He added that the telecast segment offered opportunities in production, planning, placing advertisements in TV channels at specific time slots in a programme but in different time zones and languages.

### **RECESSION EFFECT**

According to Mr Punia, the global economic slowdown was the main reason for Western media houses to outsource work to India, in an effort to cut costs. "We have seen more transactions during the recession," he said.

With the print medium unable to attract as many advertisements as before, the industry is looking at shifting part of the job works to India.

Significant increase in bandwidth and connectivity has helped Indian firms meet the increased demand for media services, he said.