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## **Avendus Capital, Inc. advises SPi Global on its acquisition of Laserwords Private Limited**

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**Mumbai, November 8th, 2011**

SPi Global, one of the world's largest and most diversified knowledge process outsourcing and customer relationship management service providers in the industry in terms of clients, geographic presence, and capabilities has announced its acquisition of Laserwords, a subsidiary of the Indian conglomerate, Murugappa Group. SPi Global is the premier provider of business and knowledge process outsourcing solutions for leading content providers, publishers, information aggregators, and Fortune 1000 corporations.

The company has been in the content solutions business for more than 30 years. It has been awarded as the No. 1 Print and Publishing Outsourcing vendor by the Black Book of Outsourcing. Laserwords is one of the pioneers and most successful publishing BPO companies in India. It has strong and deep-rooted relationships with 4 of the global top-5 publishing companies and a successful track record of delivering several millions of pages for each of them in typesetting and conversion services on a variety of platforms.

SPi Global has been looking to establish a presence in the educational publishing sector to complement its strong presence in the Scientific, Technical, Medical and Legal verticals. The acquisition will expand the depth and breadth of SPi Global's content solutions business and with the combined strength of two leaders in the publishing space, clients will get comprehensive access to a wide array of solutions for print, electronic, and database products.

**Avendus Capital, Inc. was the exclusive financial advisor to SPi Global for this transaction**

**NEWS RELEASE**

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## **About SPi Global**

SPi Global, 2011 BPO Company of the Year in the International ICT Awards, is a leading, globally recognized, full service BPO provider with 24 offices and facilities around the world including the US, Netherlands, Philippines, India, Vietnam and Australia. It has over 15,000 employees delivering a wide range of solutions in Customer Relationship Management, Content, and Healthcare.

SPi Global is a wholly owned subsidiary of the Philippine Long Distance Telephone Company (PLDT), the leading telecommunications provider in the Philippines. PLDT is listed on the Philippine Stock Exchange (PSE: TEL), and its American Depository Shares are listed on the New York Stock Exchange (NYSE:PHI).

For more information, please visit <http://www.spi-global.com>

## **About Laserwords**

Laserwords Private Limited is an end to end solutions provider of print and media production services to leading publishers of school, higher education, academic, as well as professional and trade publications. Laserwords has two production facilities in Chennai, India, and full-service production teams in the US at Maine, Madison and New York. The Maine facility provides prepress services to higher education, and professional and trade book publishers while the Madison facility focuses on the school market. Laserwords' clients include McGraw Hill, HMM, Pearson among others.

For more information, please visit <http://www.laserwords.com>

## **About Avendus Capital**

Avendus Capital Inc. is the wholly owned US subsidiary of Avendus Capital Pvt. Ltd. ("Avendus Capital" or "Firm") which, together with its group companies, is a leading global financial services firm. Avendus Capital offers services\* such as M&A advisory, private placements, structured finance advisory, equity capital markets, institutional broking, alternative asset management and wealth management. Avendus Capital has consistently been ranked among the top-five corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals and has closed 35 cross-border transactions in the past 4 years. The group includes Avendus Securities which through its Institutional Equities practice is able to offer clients best-in-class research-driven advice to help them take investment decisions, while Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets and private equity. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore and wholly owned subsidiaries located in New York and London which offer M&A and Private Equity syndication services to clients in the respective regions.

For more information visit <https://www.avendus.com>

\*Not all services are offered in each jurisdiction, please contact respective offices for details