

Quess Corp Ltd inks partnership with East Bengal Club to form Quess East Bengal FC Pvt. Ltd.

July 5, 2018. Thursday. Quess Corp Ltd., a \$2bn publicly listed business services company today signed an agreement with the East Bengal Club, a premier football club based in Kolkata, leading to the formation of a new entity named “Quess East Bengal FC Pvt. Ltd.” (**QEBFC**).

The Bangalore headquartered services provider, one of India's largest private sector employers with more than 260,000 people on its rolls, announced its investment in QEBFC to strengthen its branding initiatives as it goes out to build multiple platforms in the services space. Sports cuts across geography, economic strata and creates a unified constituency that seeks better living, fitness and a passion for winning, all of which reflect the ethos of Quess. This investment in a 98-year-old iconic football club which is among the premium football clubs in India enables Quess to develop its brand and at the same time contribute to sports participation and the development of football in the country.

For EBFC, this development comes at the right time as it approaches a century of glorious existence and provides it with a partner to invest to become the premium footballing brand in the country. For the fans and members in the Club, this will develop a deeper engagement and a substantial association with the club's sporting activities and its winning ways.

Confirming the new partnership, QEBFC Managing Director, Kalyan Majumdar, said, *“We were contemplating options after our association with UB Group came to an end last month and approached Quess with a partnership proposal. We are happy and excited with this partnership with the Quess brand and together we are hopeful of building India's best Football Club. The association with Quess is promising and brings a refreshing change for the club and its members and fans with many untapped possibilities. We believe our best is yet to come and we now aim to achieve new landmarks in the game of Football.”*

Commenting on the development, CMD of Quess, Mr. Ajit Isaac said, *“As Quess develops from being a services provider to building multiple platforms with a large number of employees and customers, it is necessary that we invest in long-term branding initiatives that cut across multiple segments of the society. The partnership with EBFC provide exactly this and we are excited by the possibility of contributing to the development of world's no.1 sport – “Football” in India and at the sametime to be invested in one of the best sports properties. Sports and business both produce winners when the partnerships are right and the investments are prudent. The sporting activities of the club will gather pace now with efforts to join the ISL as well as to enhance the player base, training capacity and infrastructure required to achieve more sporting trophies”*

About East Bengal Club:

East Bengal Club, formed in 1920, is a premier football club based in Kolkata, the Mecca of India Football. It currently competes in the I League, which is among the top 2 football leagues in India and will soon transition to ISL (Indian Super League). The team was ranked as #1 in National Club Ranking among clubs of Top Leagues. It comes with a 98 years of legacy as premier Football club in India, with a Global fan base of ~40Mn. The club has won three I- league (earlier National Football League) tournaments, eight Federation Cups, and three Indian Super Cups, among others. East Bengal Club won the LG ASEAN Club Cup in 2003 in Jakarta.

About Quess Corp Ltd:

Quess Corp Limited (BSE: 539978, NSE: QUESS), is India's leading integrated business services provider. At Quess, we excel in helping large and emerging companies manage their non-core activities by leveraging our integrated service offerings across industries and geographies which provides significant operational efficiencies to our clients. Quess has a team of over ~261,700 employees across India, North America, South America, South East Asia and the Middle East across segments such as Industrials, Facility Management, People Services, Technology Solutions and Internet Business. Quess serves over 1,700+ clients worldwide. Established in 2007, Quess is headquartered in Bengaluru, India and has a market cap of over USD 2.3 Bn as on March 31, 2018. For further details on Quess Corp Ltd., please visit: <http://www.uesscorp.com>.

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