

## **BPO Company Saffron merges with Triton**

- **Plan To Diversify Into Other Businesses**

Saffron Global, one of the north India's largest call centres, has merged with its parent company Triton Corp, a Gurgaon-based IT and software company. The BPO will, however, retain its name and the existing management structure.

Triton Corp MD & CEO K C Gupta said: "The merger of Saffron Global is part of an ongoing amalgamation exercise in the company. Recently, we have merged two other group companies as well – Sai Info and Webrizon India. Through this move, we aim at achieving consolidation in our business."

At present, Saffron Global has an employee base of over 1,000 callers working out of two call centres, in Gurgaon and Noida. The company specialises in outbound calls to the US, the UK and Australian markets and most clients are in the banking and finance sectors.

Triton Corp now plans to leverage the Saffron Global infrastructure for diversifying into some other business. At present, purely a voice-based call centre, the company is now looking at an entry into web-based outsourcing activities such as KPO (knowledge process outsourcing), LPO (legal process outsourcing) financial services and medical transcription. "These new business areas are our top priority. We are also aggressively looking at setting up more centres and expanding the present facilities," Mr Gupta said.

The company is also looking at a presence in the domestic call centre market and is in talks with a couple of telecom and finance companies.