



**HRH NEXT SERVICES LIMITED**  
CIN: L72200TG2007PLC052582  
**Reg. Off:** G.J. House, 2<sup>nd</sup> Floor, 4-1-976,  
Abid Road, Hyderabad-500001, Telangana  
**Cont. No:** (040) 2475 4338, (040) 2475 4339  
**Email-Id:** info@hrhnext.com  
**Website:** www.hrhnext.com

**Date:** June 09, 2026

To,  
**National Stock Exchange of India Limited**  
"Exchange Plaza", C-1, Block G,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051

Dear Sir/Madam,

**Ref:** NSE SYMBOL: HRHNEXT

**Sub:** Investor presentation on the Audited Financial Results of the Company for the Half-year and Financial Year ended March 31, 2026.

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation on the Audited Financial Results of the Company for the half-year and financial year ended March 31, 2026.

The aforesaid presentation is also available on the Company's website at <https://hrhnext.com/>

Please take the same on your record.

Thanking you,

Yours faithfully

**For HRH NEXT SERVICES LIMITED**

**ANKIT SANJAY SHAH**  
**MANAGING DIRECTOR**  
DIN: 00218044



# The Future of AI-Driven Customer Engagement

AI-FIRST • INTELLIGENT • AUTOMATED • HUMAN-CENTRIC

Transforming every interaction.  
Elevating every experience.  
Together with AI.

INVESTOR  
PRESENTATION

H2FY26 & FY26





# OUR HISTORY

HRH Next began with a mission to transform customer service in the domestic contact center industry, later expanding to offer comprehensive contact center services for leading companies across various sectors.



Established into a customer engagement service provider across eight locations (Hyderabad, Warangal, Nizamabad, Bangalore, Tumkur, Coimbatore and Palakkad), serving leading enterprises and start-ups.



**1938**

The journey began with the incorporation of **Hyderabad Radio House (HRH)**, laying the foundation for a diversified business group.



**1956**

Introduced **LPG distribution in India**, demonstrating the group's ability to identify and capitalize on emerging opportunities.



**2007**

Established **HRH Next** to provide specialized customer engagement and contact center services.



**2019**

Expanded operational footprint with the launch of a new delivery center in **Coimbatore**.



**2021-2023**

Strengthened geographical presence by expanding into **Bengaluru, Warangal, and Nizamabad**, enhancing service capabilities and talent access.



**2024**

Achieved a major milestone by **listing on the NSE** and launched additional centers in **Tumkur and Palakkad**, marking a new phase of growth and visibility.



**2025**

Launched Vernacular AI Division - **AINA** (Artificial Intelligence for New Age)



**2026**

A goal to create cutting-edge, seamless, and effortless AI-driven customer experiences



**Legacy**  
Since 1938



**Locations**  
8 Strategic Locations



**People**  
2500+ Employees



**Purpose**  
Transforming Customer Experiences



# GEOGRAPHICAL FOOTPRINT

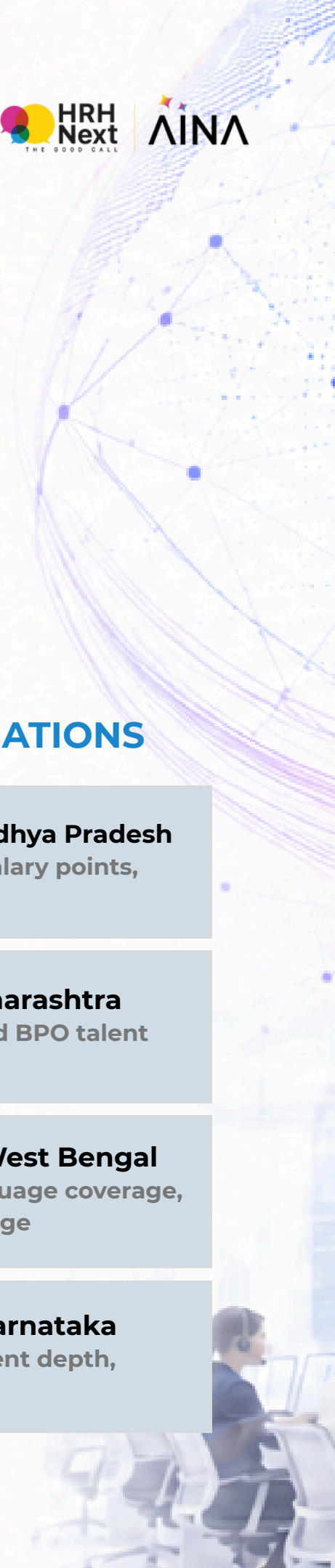
LOCATION	ASSOCIATES	SUPPORT TEAMS
HYDERABAD	1021	161
COIMBATORE	650	71
BANGALORE	150	25
WARANGAL	120	12
NIZAMABAD	50	3
TUMKUR	224	21
PALAKKAD	160	22
<b>TOTAL COUNT</b>	<b>2375</b>	<b>315</b>



## NEXT DESTINATIONS

- Indore • Madhya Pradesh**  
Hindi belt, salary points, BPO hub
- Pune • Maharashtra**  
Tech-enabled BPO talent ecosystem
- Kolkata • West Bengal**  
Bengali language coverage, cost advantage
- Mysore • Karnataka**  
Kannada talent depth, lower cost

- 30.63M calls handled in 2024, and 46.54M in 2026 (till date)
- Tamil contributed 6.56M calls in 2026



# LEADERSHIP TEAM

Backed by decades of expertise—a team that has built, scaled and sustained.



**ANKIT SHAH**  
Managing Director



**RAHUL SHAH**  
Head — Strategy & Operations

10yrs



**GANGADHAR SHERLA**  
Chief Financial Officer

16yrs



**ARVIND KUMAR**  
Head — Projects

22yrs



**Y. PRIYA MADHURI**  
Head — Human Resources

20yrs



**SUPRIYA KSHIRSAGAR**  
Head — Service Excellence

16yrs



**NAROTHAM REDDY**  
Head — IT

19yrs



**BADRI NAGENDER**  
Head — Facilities

25yrs

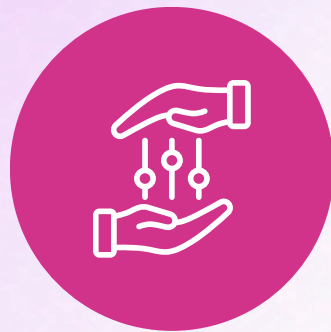


# WHAT WE DO



## Omnichannel Customer Engagement

HRH Next enables brands to seamlessly engage customers across **voice, chat, email, social media, and digital platforms**, delivering consistent and personalized experiences at every touchpoint.



## AI-Powered Customer Support

Combining advanced AI capabilities with trained customer experience professionals, the company delivers **faster response times, intelligent query resolution, and enhanced customer satisfaction**.



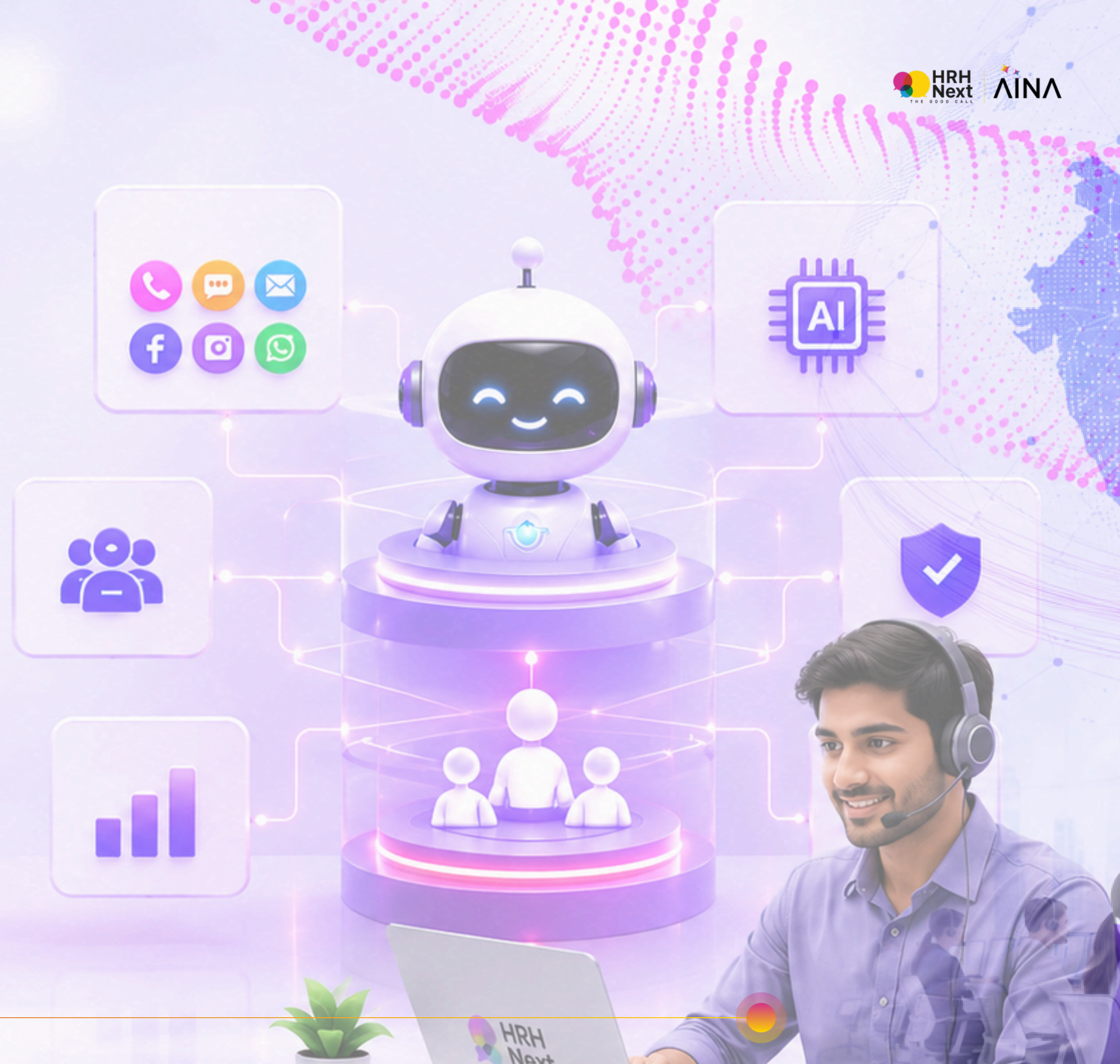
## End-to-End Engagement Management

From customer support and complaint resolution to sales **assistance, feedback management, and service follow-ups**, HRH Next manages the complete customer engagement lifecycle.



## Technology-Driven Business Outcomes

By integrating AI, automation, analytics, and human expertise, HRH Next helps organizations **improve operational efficiency, strengthen customer loyalty, and drive sustainable business growth**.

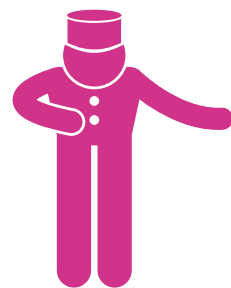


# INDUSTRIES WE SERVE



## Telecom

Connecting People,  
Empowering Teams



## Hospitality

Creating Experiences,  
Building Great Teams



## Product Tech

Innovating Products,  
Driving Talents



## Government

Serving Citizens,  
Building Nations



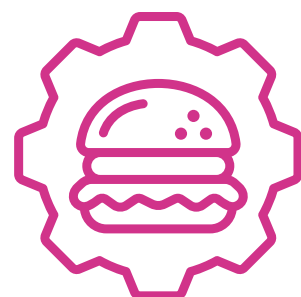
## Banking

Strengthening Trust,  
Powering Growth



## Healthcare

Caring for Lives,  
Empowering Heroes



## Foodtech

Delivering Goodness  
Nourishing Futures



## Education

Shaping Minds  
Building Tomorrow



## E-Commerce

Enabling Convenience  
Accelerating Growth



## Fintech

Innovating Finance  
Enriching Lives



# KEY FACTS & FIGURES



**18.05%**

Revenue Growth (YoY)



**37.80%**

EBITDA Growth (YoY)



**54.89%**

PAT Growth (YoY)



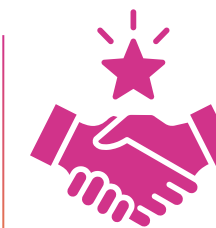
**642%**

Top Growth Industry – IT Sector



**Mehai Technology Limited**

Top Revenue Growth Client



**28%**

Top 5 Clients Contribution to Incremental Revenue



# SERVICES PORTFOLIO



## Contact Centre Services

Solutions designed to suit your Service Requirements



## Inbound Call Center Service

Advanced technology, thorough market analysis, and a focus on customer needs are coupled with modern customer service technology to enhance efficiency and streamline proficient customer support.



## Outbound Call Center Service

Advanced technologies and automated dialing to enhance customer engagement, reduce costs, and ultimately lead to higher sales and improved brand loyalty.



## SEO & Omnichannel Services

Transforming customer experience by boosting online visibility to provide a diverse range of services, including SEO services, targeted brand promotion, and social media activities tailored to deliver a seamless and personalized encounter.



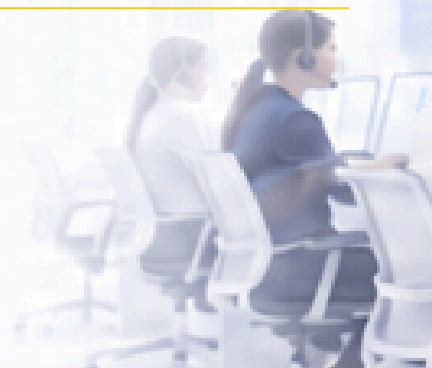
## SEO & Brand Promotion

Grow your brand with result-driven SEO and smart digital promotion.

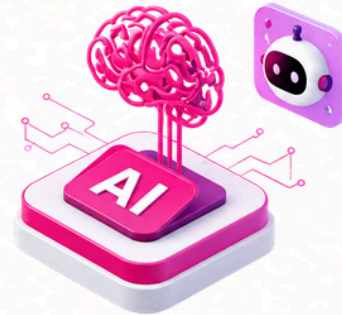


## Advisory & Consulting Services

Optimizing outsourcing activities and maintaining competitiveness by offering proficient direction on BPO, ranging from strategy formulation to risk reduction.



# PARTNERSHIP HIGHLIGHTS



## Unleashing the Power of AI for a Smarter Future!

HRHNext Services Limited has partnered with **Pradhi AI Solutions Private Limited** to bring cutting-edge AI-driven solutions to the forefront of business innovation. This strategic alliance will drive new growth opportunities.

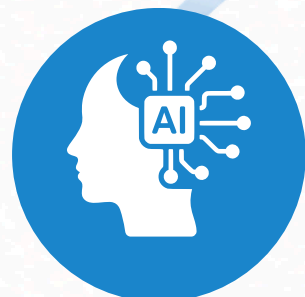
- VOICE INTELLIGENCE INSIGHTS, ENABLING IDENTIFICATION OF KEY MOMENTS WITHIN CALLS BEYOND TRADITIONAL SCORECARD-BASED EVALUATIONS
- STRATEGIC ALLIANCE FOR FUTURE-READY SOLUTIONS, DRIVING INNOVATION AND BUSINESS TRANSFORMATION FOR A SMARTER TOMORROW
- AI-POWERED QUALITY MONITORING, ENSURING CONSISTENT CUSTOMER INTERACTIONS WITH REAL-TIME PERFORMANCE ANALYTICS



## HRH Next x OARA Innovation Labs – Driving Smart Transformation

We're excited to announce a strategic collaboration between HRH Next Services Ltd. and **OARA Innovation Labs Pvt. Ltd.**, focused on AI-led transformation in customer engagement and operational excellence.

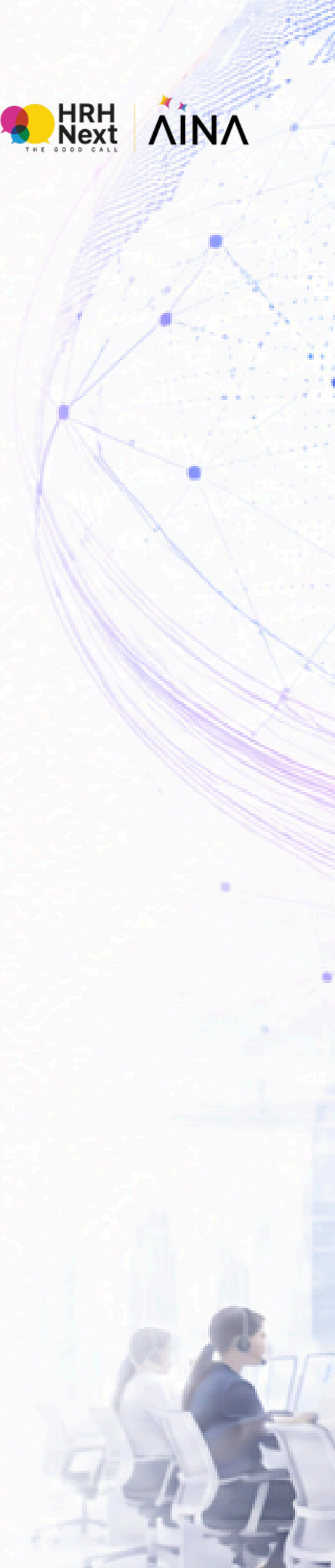
- SALES : VERNACULAR LANGUAGE QUALITY AUDITS AND AGENT CONVERSION ANALYSIS TO IMPROVE SALES PERFORMANCE
- CUSTOMER EXPERIENCE : EARLY IDENTIFICATION OF CHURN RISKS AND DISSATISFIED CUSTOMERS  
AUTOMATED COMPLIANCE AND QUALITY ASSURANCE MONITORING
- BUSINESS IMPACT : ACTIONABLE INSIGHTS FROM CUSTOMER INTERACTIONS  
IMPROVED AGENT PRODUCTIVITY, CUSTOMER SATISFACTION, AND REVENUE GROWTH



## HRH Next Partners with Aaiyka AI to Propel AI Advancements

HRH Next Services Ltd. has entered into a groundbreaking Dataset Supply Agreement with **Aaiyka AI Private Limited**, set to enhance the development of Artificial Intelligence (AI) and Machine Learning (ML) models. By supplying raw audio data, this partnership aims to create advanced datasets, driving innovation in the field of AI.

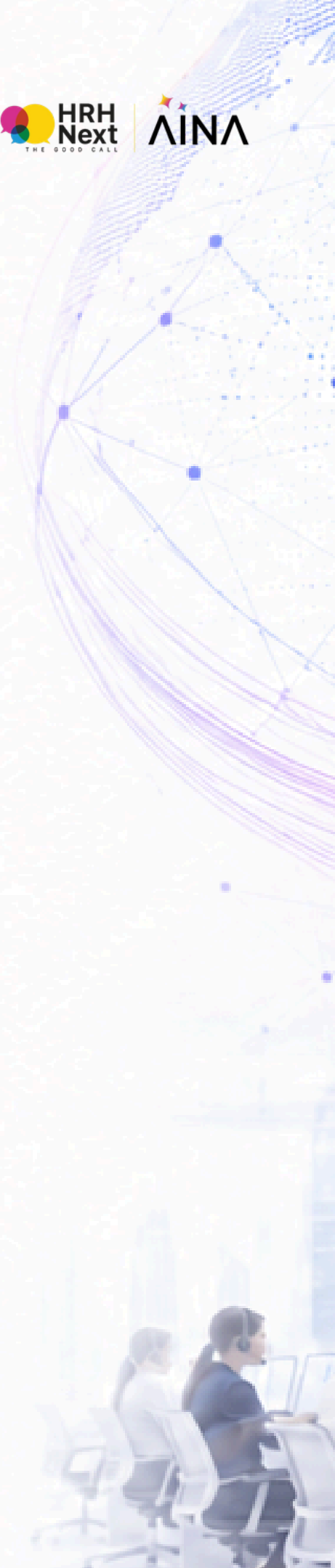
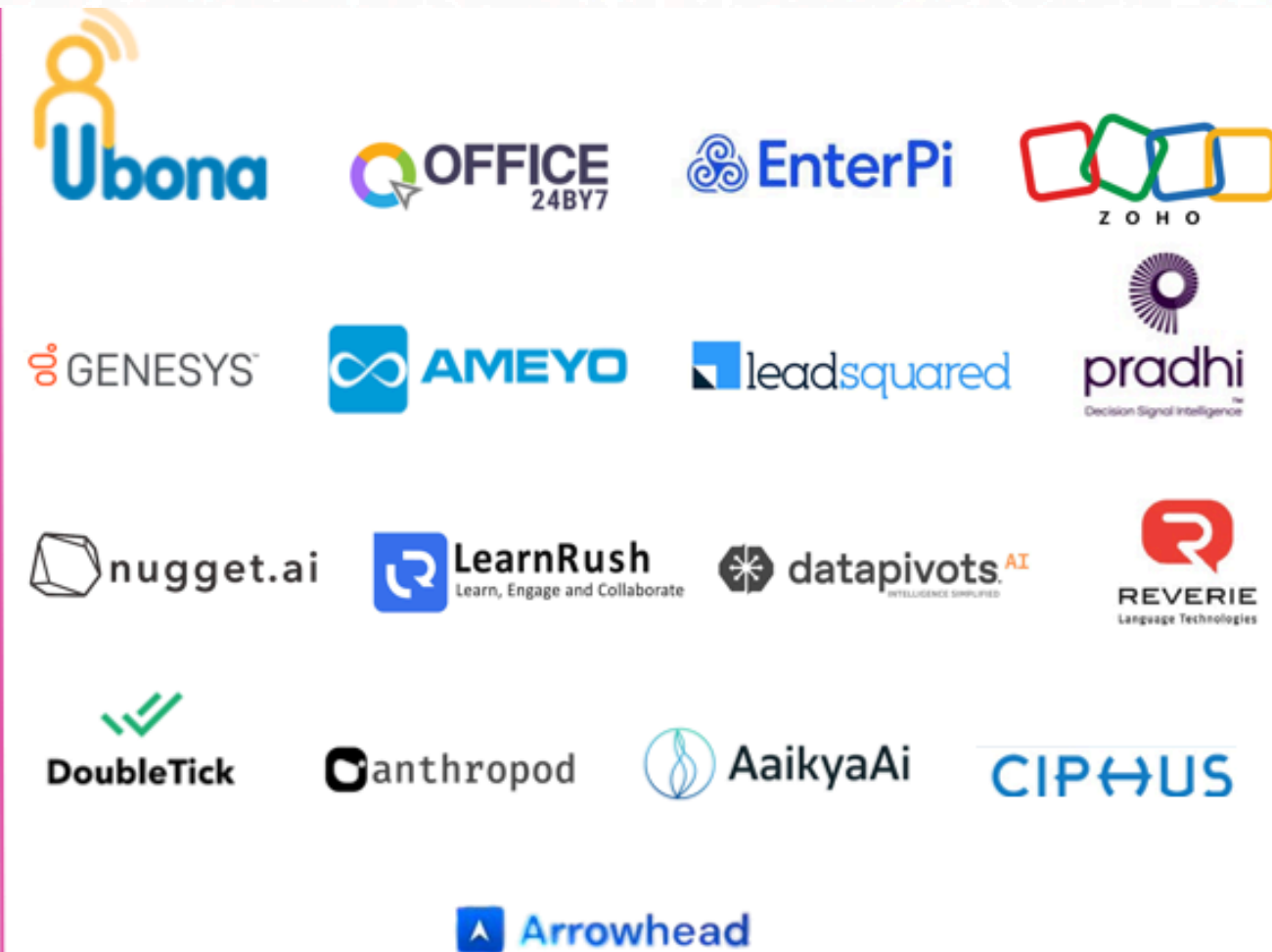
- DATASET SUPPLY AGREEMENT WITH AAIYKA AI, STRENGTHENING ACCESS TO HIGH-QUALITY DATA RESOURCES FOR ADVANCED AI INNOVATION
- ENHANCING AI/ML MODEL DEVELOPMENT, ENABLING IMPROVED TRAINING ACCURACY, PERFORMANCE OPTIMIZATION, AND SCALABLE DEPLOYMENT CAPABILITIES
- PROVIDING RAW AUDIO DATA FOR ADVANCED DATASETS, SUPPORTING THE CREATION OF ROBUST AND DIVERSE AI TRAINING MODELS
- DRIVING INNOVATION IN AI ADVANCEMENTS, FOSTERING NEXT-GENERATION SOLUTIONS THROUGH CONTINUOUS RESEARCH, COLLABORATION, AND TECHNOLOGICAL EXCELLENCE



## OUR CLIENTS



## OUR TECHNOLOGY PARTNERS





## Artificial Intelligence for the New Age

### HRH Next's Vernacular AI Division



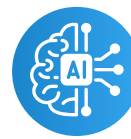
**Customer experience** used to be simple. A question came in; an answer went out. That world doesn't exist anymore.



Today, **people expect conversations**, ones that feel instant, intuitive, and understood.



Not just in one language, but in many. Not just by keywords, but by tone, intent, and emotion. Especially in a country as **linguistically and culturally layered as India**.



That's the gap **AINA (Artificial Intelligence for the New Age)** was built to close. As HRH Next's vernacular AI division, AINA brought together the efficiency of automation with something technology often misses—empathy. It made customer interactions scalable, yes, but also personal, local, and human at heart.

## WHY AINA MATTERS



### AI-DRIVEN OPERATIONAL EFFICIENCY

- 10–12% annual OPEX savings
- 5–7% reduction in operational costs



### NEW MARKET REACH THROUGH MULTILINGUAL AI

- AI unlocks Tier 3 & Tier 4 markets



### INCREASED ASSOCIATE PRODUCTIVITY

- Associates handle 25% more queries



### ACCELERATED L&D OPTIMIZATION

- 30% lower training costs



**Vernacular Reach**  
Deeper Penetration in Emerging Markets



**AI-First Advantage**  
Future-Ready, Scalable Solutions



**Client Growth**  
High Stickiness, Long-Term Partnerships



**Sustainable Growth**  
Driven by Strong Demand Tailwinds

# AINA – THE VOICE OF INTELLIGENT CUSTOMER EXPERIENCE

Artificial Intelligence for the New Age is HRH Next's vernacular AI division, transforming customer support with human-like empathy and intelligence.

## WHAT AINA DELIVERS:



### REAL-TIME AGENT ASSISTANCE

Enhances executive performance and first-contact resolution.



### WORKFLOW AUTOMATION

Simplifies customer journeys and boosts process accuracy.



### AUTOMATED LEARNING SYSTEMS

Personalize staff training and certification programs.



### VOICEBOTS , EMAILBOTS & CHATBOTS

Provide 24/7 multilingual support in diverse Indian languages.



### OPERATIONAL ANALYTICS & INSIGHTS

Drive better retention, revenue, and satisfaction.



### AUTOMATED VERNACULAR SMS

Instant personalized updates and communication in every Indian language.



### AUTOMATED CALL AUDITS

Enhances executive performance and first-contact resolution.



### AI HR VIDEO BOT INTERVIEWS

Assess communication, sentiment, and hiring efficiency.



### AUTOMATED LEGAL WHATSAPP

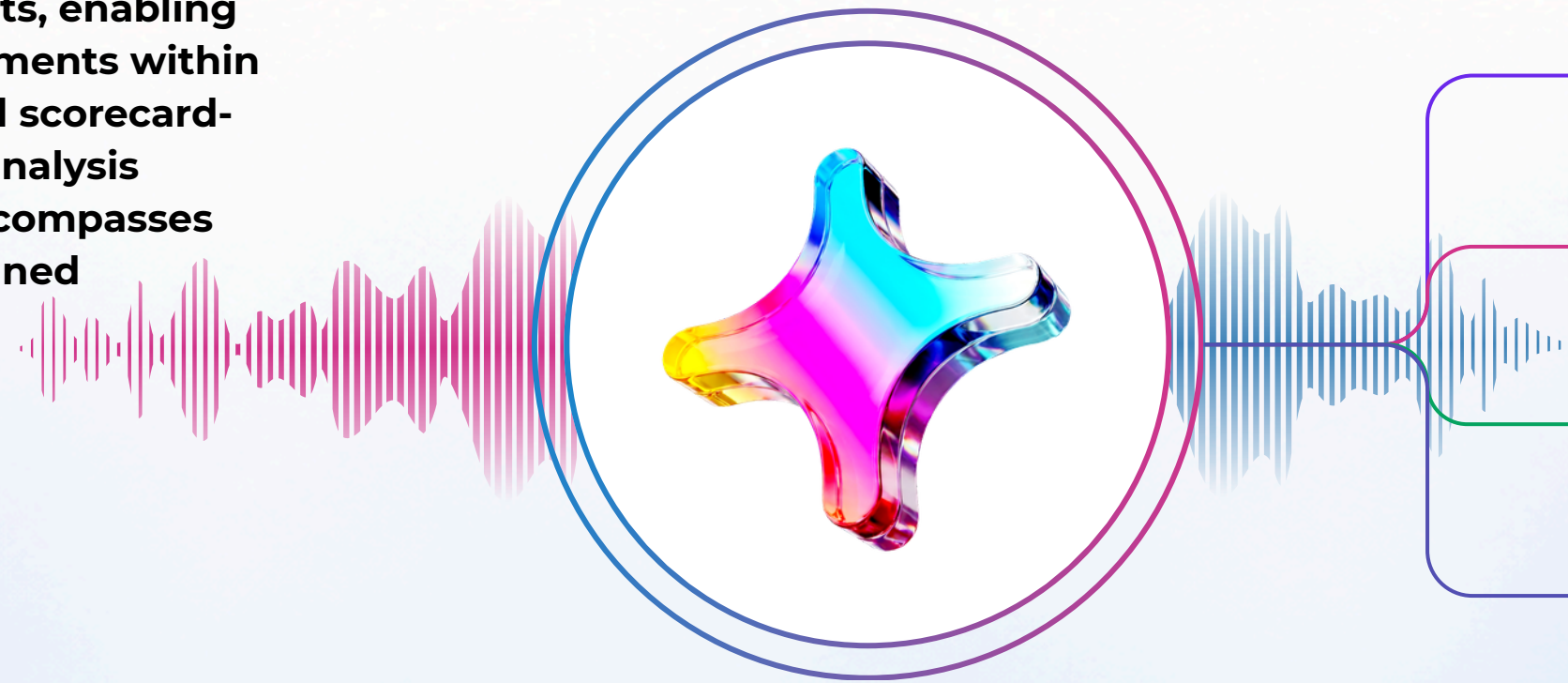
Automated legal notifications with precision and reliability.



# VOICE INTELLIGENCE TOOL



Voice intelligence insights, enabling identification of key moments within calls—beyond traditional scorecard-based evaluations. The analysis framework currently encompasses the key parameters outlined alongside:



## CAPABILITY OF THE TOOL



Capture and analyze every interaction with complete coverage



Measure agent and customer talk ratios, track engagement and sentiment, and identify key moments that shape outcomes



Detect opportunities like upsell and payment commitment, along with critical intervention points



Break down conversations into structured, time-stamped insights for precise analysis



### ACOUSTIC DNA

A structured, queryable representation of every conversation capturing acoustic, linguistic, and paralinguistic features.



The transcript tells you what was said.

The signal tells you what was meant: tone that predicts churn, hesitations that precede escalation, empathy gaps invisible in text.



## OUR AI TOOL CAN BE APPLIED FOR



100% Call Audits - opportunity detection (upsell, payment commitment), and call playback



Cohort analysis - by customer segment, order value, tenure, city tier



Behavioural pattern mining across agents, customers and partners

# INDUSTRY OVERVIEW



## INDIAN BPO SYSTEM



Valued at USD 16.8 billion in 2024, projected to reach USD 56.5 billion by 2034



Expected to grow at a CAGR of ~13%

### Growth driven by



Rapid digital transformation across industries



Increasing adoption of AI and automation

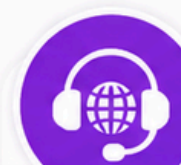


Expansion into Tier 2 & Tier 3 markets



India continues to strengthen its position as a global outsourcing hub

Source: Expert Market Research



## GLOBAL CALL CENTRE INDUSTRY



Valued at USD 352.4 billion in 2024, projected to reach USD 500.1 billion by 2030



Expected to grow at a CAGR of ~6%



### Key growth drivers



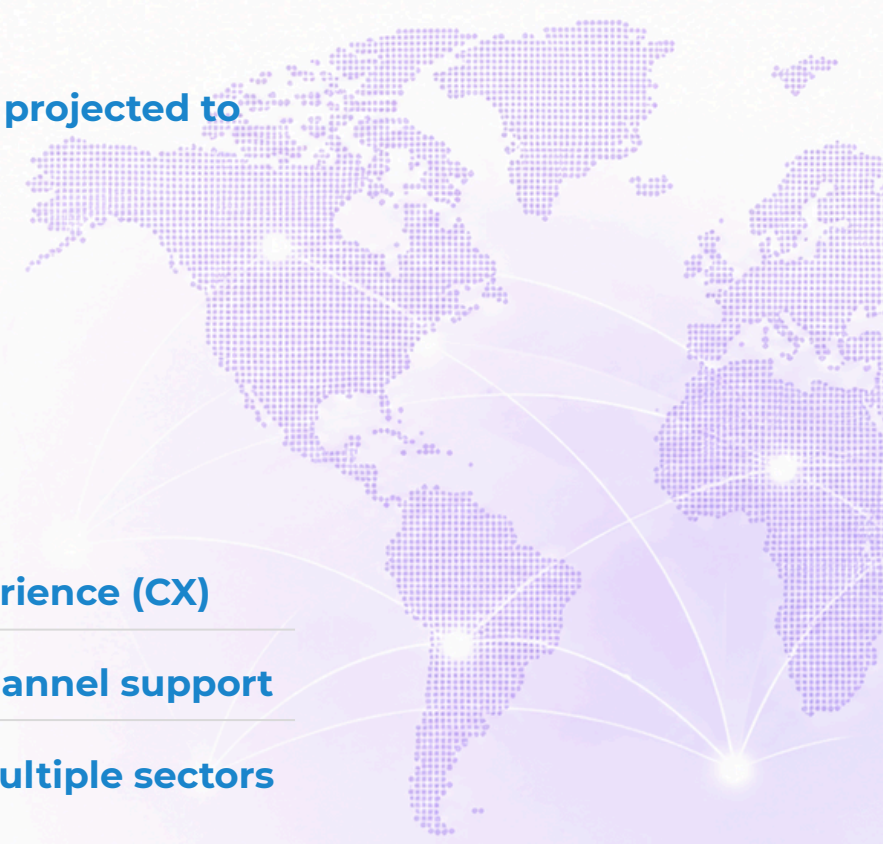
Rising focus on customer experience (CX)



Increasing demand for omnichannel support



Growing outsourcing across multiple sectors



## What This Means for HRH Next



Strong alignment with growing demand for vernacular CX services



AI adoption supports next-phase growth through AI-led solutions (AINA)



Expansion of digital businesses creates sustained outsourcing opportunities



Positioned to benefit from scalable, multi-sector demand growth

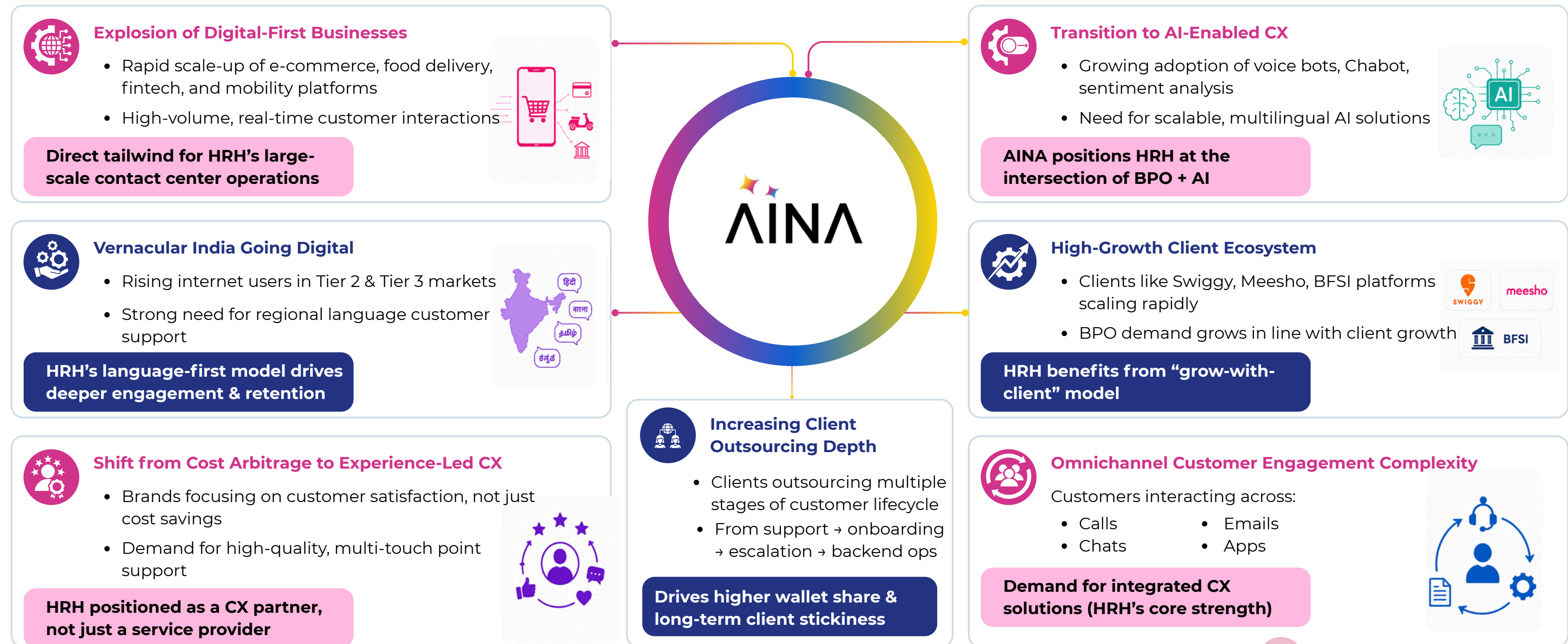
Source: IBM AI in Customer Service Insights



# DEMAND DRIVERS

## Powering Demand for Vernacular CX & AI-Led Services

HRH Next is uniquely positioned at the intersection of vernacular CX, high-growth digital platforms, and AI-led transformation.



# KEY OPERATION HIGHLIGHTS

The company has already demonstrated significant execution capabilities across multiple industry verticals through its contact center operations:



## Telecom

Prepaid APT peaked at **19.06% in March 2026**, the highest level in the last 17 months, while sustaining above **17% for four consecutive months**, compared to 13.9–14.2% levels seen during mid-2025.



## E-Commerce

Customer Satisfaction (C-Sat) reached **4.5/5** and **Quality Scores touched 94%**, both achieving all-time highs, while **Average Handling Time (AHT) was reduced by nearly 50%**



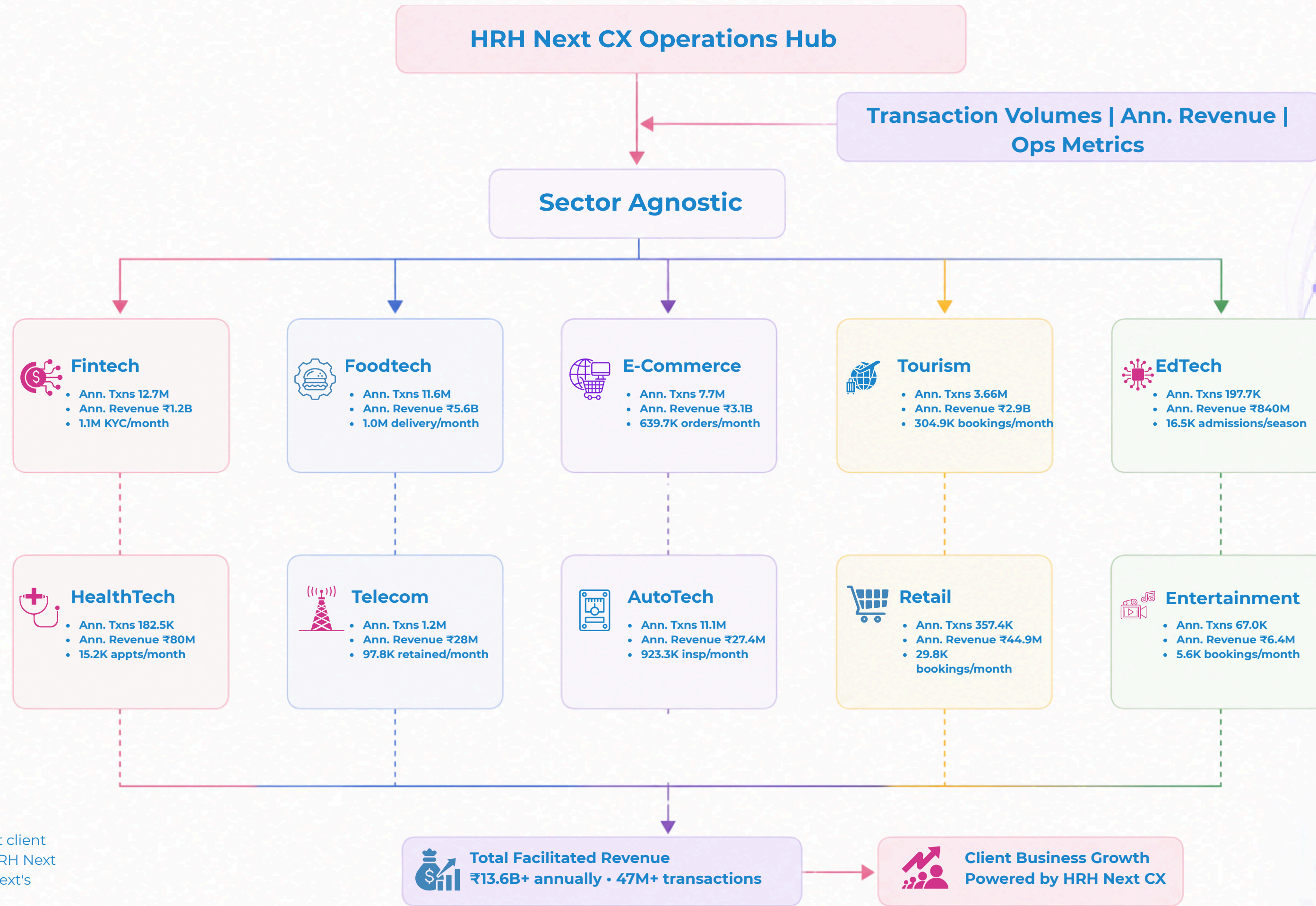
## Food-Tech

Skeleton Adherence recovered strongly across all languages, with Malayalam operations leading at **95–98% adherence levels, making it the most consistent performing language.**



Building on this operational track record, HRH Next aims to replicate similar large-scale outcomes through **AINA's AI-enabled communication and automation capabilities**, while further enhancing enterprise productivity, customer experience, and revenue scalability.





**Note:** Volumes represent client business facilitated by HRH Next operations — not HRH Next's own revenue.



# INVESTMENT RATIONALE

## EXPANSION & CAPEX



Expanding operational footprint through new delivery centers (including Mysore and other strategic locations) to support future growth



Continued investment in AI infrastructure and proprietary capabilities (AINA platform) to enhance service efficiency and scalability



Strengthening capacity to handle increasing order volumes and growing client requirements



## GROWTH PRIORITIES



Scaling AI-led CX solutions to improve operational efficiency and drive margin expansion



Expanding into new geographies and international markets to diversify revenue streams



Strengthening the client base across sectors while deepening existing relationships



Progressing towards the ₹100 Cr revenue milestone and mainboard listing roadmap



Investing today to **build a stronger**, AI-powered, and scalable tomorrow.



Scalable Growth



Sustainable Margins

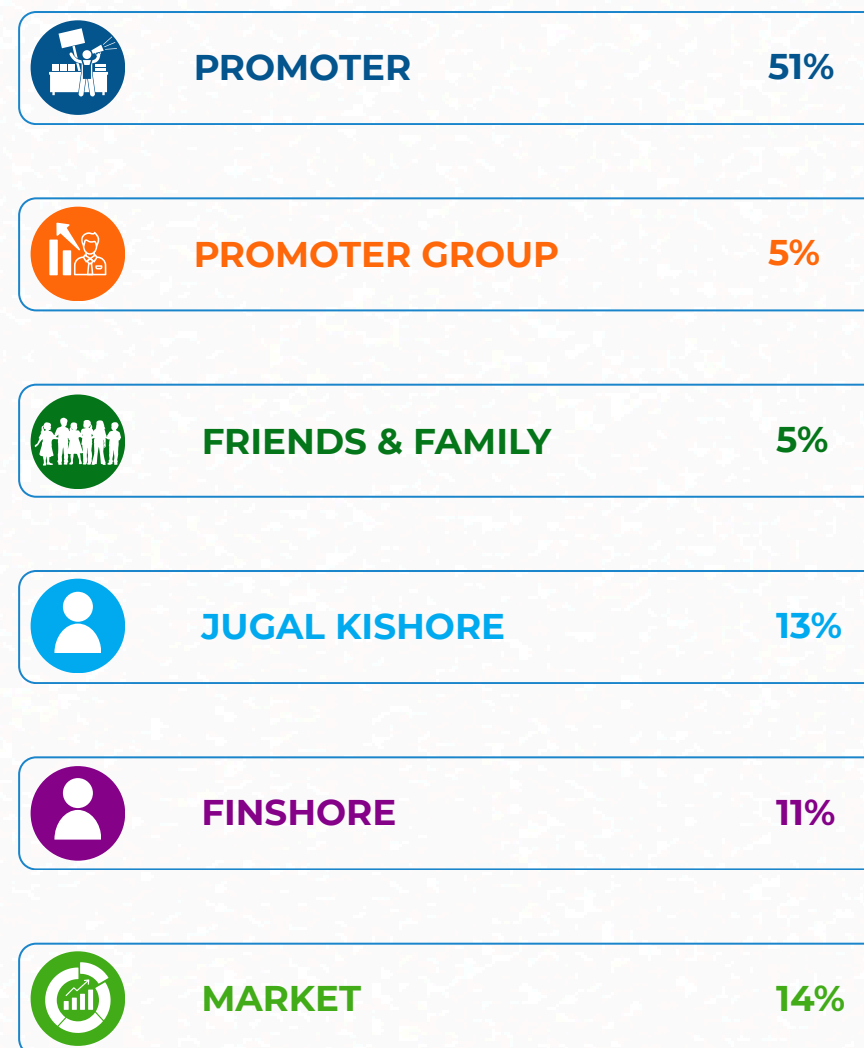
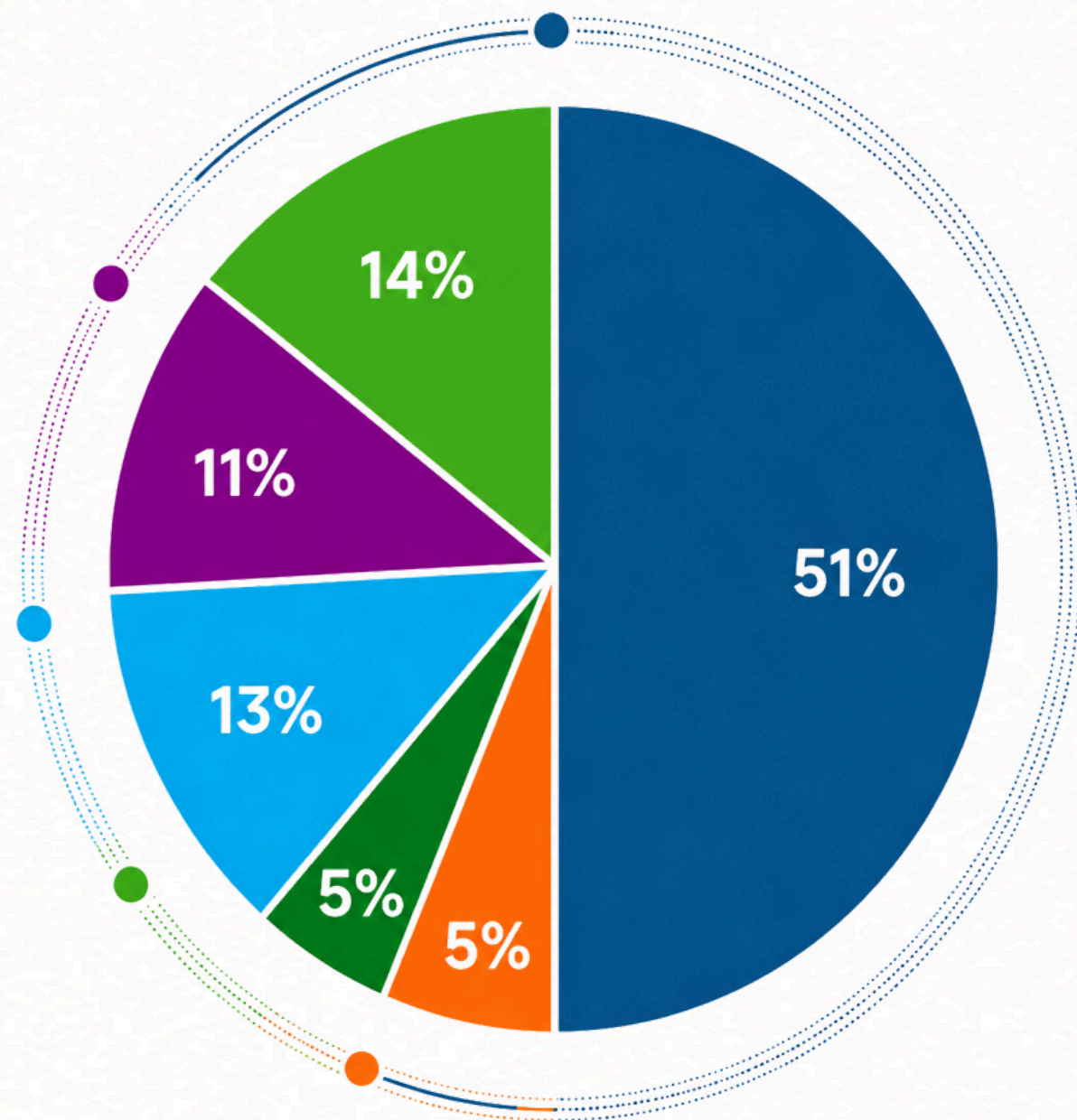


Market Leadership



Long-term Value Creation

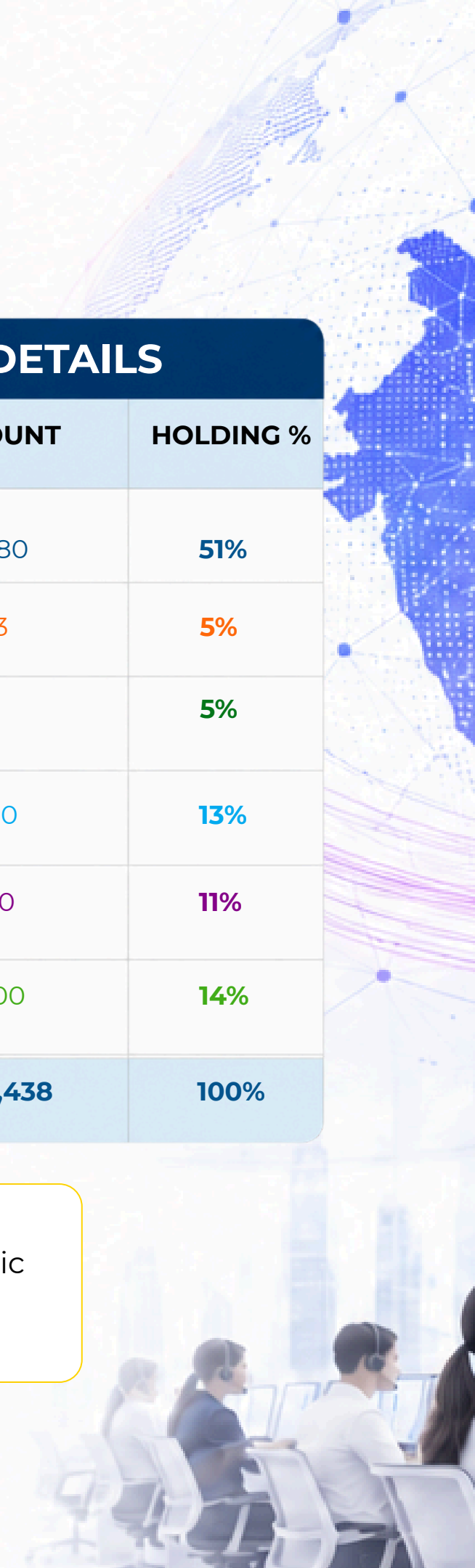
# SHAREHOLDING PATTERN



SHAREHOLDING DETAILS		
GROUPS	SHARES COUNT	HOLDING %
Promoter	67,86,980	51%
Promoter Group	7,20,853	5%
Friends & Family	6,10,105	5%
Jugal Kishore	16,71,000	13%
Finshore	15,16,500	11%
Market	18,99,000	14%
<b>Total Shares</b>	<b>1,32,04,438</b>	<b>100%</b>



A well-balanced shareholding pattern with a strong promoter base and meaningful participation from strategic investors, family, and the public market – driving **sustained growth and governance**.



# PROFIT & LOSS STATEMENT

(Amount in ₹ Lakhs)

Particulars	H2 FY26	H1 FY26	H2FY25	YoY%	FY26	FY25	YoY%
<b>Revenue from Operations</b>	<b>3592.38</b>	<b>3223.65</b>	<b>2880.66</b>	<b>24.71%</b>	<b>6816.03</b>	<b>5784.17</b>	<b>17.84%</b>
Other Income	9.99	2.37	69.29	(85.58%)	12.36	76.31	(83.8%)
Total Income	3602.37	3226.02	2949.95	22.12%	6828.39	5860.48	16.52%
Total Expenditure	3254.58	2938.85	2906.43	11.98%	6193.43	5462.45	13.38%
Depreciation	229.15	203.13	181.17	26.48%	432.28	326.44	32.42%
Interest	105.06	93.24	105.43	(0.35%)	198.3	193.9	2.27%
<b>EBITDA</b>	<b>682</b>	<b>583.54</b>	<b>330.12</b>	<b>106.59%</b>	<b>1265.54</b>	<b>918.37</b>	<b>37.80%</b>
<b>EBITDA Margin</b>	<b>18.98%</b>	<b>18.10%</b>	<b>11.46%</b>	<b>65.66%</b>	<b>18.57%</b>	<b>15.88%</b>	<b>16.94%</b>
Profit Before Tax	347.79	287.17	43.52	699.15%	634.96	398.03	59.53%
Tax	69.83	78.78	(66.22)	(205.45%)	148.61	84.03	76.85%
<b>Profit After Tax</b>	<b>277.96</b>	<b>208.39</b>	<b>109.74</b>	<b>153.29%</b>	<b>486.35</b>	<b>314</b>	<b>54.89%</b>
<b>PAT Margin</b>	<b>7.74%</b>	<b>6.46%</b>	<b>3.81%</b>	<b>103.11%</b>	<b>7.14%</b>	<b>5.43%</b>	<b>31.44%</b>
<b>EPS</b>	<b>2.1</b>	<b>1.58</b>	<b>0.83</b>	<b>153.01%</b>	<b>3.68</b>	<b>2.77</b>	<b>32.85%</b>

# BALANCE SHEET

(Amount in ₹ Lakhs)

Particulars	As at 31st March, 2026	As at 31st march, 2025
Equity Capital	1320.44	1320.44
Reserve & Surplus	2823.43	2337.08
Long-Term Borrowings	464.68	305.5
Deferred Tax Liabilities	126.27	107.65
Long-Term Provisions	56.01	53.46
Short-Term Borrowings	1301.75	645.7
Current Liabilities	3676.8	685.44
<b>Total Liabilities</b>	<b>9769.38</b>	<b>5455.27</b>
Total Non Current Assets	4687.99	2035.04
Trade Receivables	1759.38	1200.82
Cash & Cash Equivalent	300.7	59.03
Short-Term Loan & Advances	1389.67	583.11
Other current assets	1631.65	1577.27
<b>Total Assets</b>	<b>9769.39</b>	<b>5455.27</b>



### Dear Investors,

“

As we step into a new era with AINA, our vernacular AI-driven services division, we are not only enhancing customer experience but also significantly strengthening our business fundamentals.

AINA reflects our vision of combining technology with empathy, creating an impact across costs, efficiency, and revenue growth.

AINA is more than technology; it is our growth engine. By combining empathy with AI, we are not only improving efficiency and reducing costs but also expanding our capacity to serve new markets and clients. With AINA, we foresee a 7% reduction in people costs, an increase of 5- 10% in topline as a start, and a 3-4% uplift in margins.

This is the beginning of a transformative journey where our business scales sustainably, and our investors see long-term value creation.

”

**Ankit Sanjay Shah**  
**Managing Director, HRH Next Services Ltd.**



# Thank You



[HRH NEXT SERVICES LIMITED](#)



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