



News Release

Aditya Birla Minacs to Host a Career Fair in Chatham, Ontario *Company Seeking 100 Career-Oriented Individuals*

TORONTO (Canada); July 23, 2010:

Aditya Birla Minacs, a leading global business solutions company, announced today that it will be conducting a career fair at its Chatham location, 180 Keil Drive, on Wednesday, July 28, 2010, from 11:00 a.m. to 7:00 p.m.

Minacs reopened its Chatham site in December of 2009, bringing over 180 job opportunities to the city of Chatham. With additional recruitment efforts underway, Minacs is looking for motivated and outgoing individuals to fill approximately 100 full-time, year-round English and bilingual French customer service representative positions. Training classes for these positions will begin on August 2, 2010.

In addition to professional training and development opportunities, Minacs offers:

- An open, team-oriented culture
- Excellent growth and internal advancement opportunities
- Comprehensive benefits package (at no cost to employees)
- Highly competitive wages and incentive bonuses
- Education reimbursement program
- Pension plan program, wherein Minacs will provide a generous company match to employee contributions

Career seekers are invited to bring their resumes and participate in on-the-spot interviews at the Minacs career fair. Those who are not able to attend can apply online by visiting www.minacs.adityabirla.com and referring to the careers section. Questions regarding the career fair may be directed to 1-888-247-1773.



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About Aditya Birla Minacs

Aditya Birla Minacs is a leading business solutions company that partners with global corporations in the manufacturing, retail, telecom, technology, media and entertainment, banking, insurance, healthcare and public sectors.

We leverage years of process, domain and technology expertise to deliver superior business value to clients with our seamless Customer Lifecycle, Marketing, Finance and Accounting, Procurement and IT solutions and services.

16,000 Minacs experts across 3 continents and 31 centers spanning Canada, Germany, Hungary, India, Jamaica, Philippines, the UK, and the USA power our solutions through a global delivery model that helps our clients enhance revenues, profitability, and customer service.

Visit <http://www.minacs.adityabirla.com> for more information.

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. We may, from time to time, make additional written and oral forward-looking statements, including statements contained in our filings with the regulators in India and to our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

For further information contact:

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