

Vertex Global Services Strengthens Its Unstoppable Growth in the CX Industry with Third Strategic Acquisition

Poised to Redefine India's BPO Landscape, Times Square-Headquartered Vertex Global Services Acquires Vaani Infosystems



New York City, New York Aug 23, 2025 ([Issuewire.com](https://www.issuewire.com)) - According to recent estimates, the Business Process Outsourcing (BPO) Sector in India is expected to reach \$ 64.8 billion by 2035, with a Compound Annual Growth Rate (CAGR) of 11.535% during the forecast period (2025-2035). To further boost this growth, Times Square-headquartered Vertex Global Services acquires Vaani Infosystems. This acquisition is poised to redefine India's BPO landscape by utilising Vertex's global expertise and Vaani's capabilities, which will further strengthen the company's presence in the country.

Mr. Gagan Arora, Founder & CEO, Vertex Global Services, said, "Vertex has been committed towards delivering premium quality, tech-enabled services to its clients for years. By acquiring one of India's leading BPO service providers, such as Vaani Infosystems, we can further enhance our efficiency in delivering greater results for our clients and contribute to the growth of the Indian industry ecosystem. This will further lead towards creating excellent opportunities for the talent pool of the country and will play a key role as a building block towards the Vertex Group's mission of becoming a 1000 crore company while creating a robust market presence in the country."

Vaani Infosystems, excels in helping businesses by offering transformative solutions and digital services catering to various industries, including telecom, education, retail, healthcare, and financial services, leveraging omnichannel support systems and advanced automation tools.

Mr. Simar Arora who will spearhead Vaani as **Managing Partner & Co-Founder**, said, "This acquisition is a strategic step towards strengthening our footprint in India and unlocking the next phase of Vertex's growth journey. By combining Vaani's strong operational expertise with Vertex's global reach

and technological capabilities, we are confident of creating unmatched value for our clients, employees, and stakeholders. Our vision is to build an ecosystem where innovation, people, and technology converge to deliver transformative outcomes at scale.”

Mr. Vipin Singh Rathore, Founder, Vaani Infosystems, said, “Vertex and Vaani possess an ambitious, future-oriented vision for Intelligent Operations. I truly believe that Vertex is the right partner for Vaani at this critical juncture, ready to boost our abilities, accelerate our innovative efforts, and solidify a strong leadership position in this fast-evolving industry. This is a significant milestone in Vaani's evolution, unlocking new opportunities for our team members to succeed within a global technology leader.”

Vertex Global Services is one of India's fastest emerging BPO players, catering to diverse industries around the globe, including Gaming, BFSI, NBFC, E-Commerce, Logistics, Health Tech, hospitality, travel, and Automobile. Understanding the evolving needs of businesses and customers in this tech-driven era, the company is actively working towards developing AI tools and integrating advanced technologies. Recently, they have also announced their ambitious plan to impart AI-specific skills and training to create over 8,000 AI experts in the next three years.

About Vertex Global Services:

Founded in 2016 and Headquartered in Times Square, New York, Vertex Global Services is one of the fastest-growing BPO players, which combines world-class innovations with dynamic talent and outsourcing solutions to drive transformative business growth. Catering to diverse industries around the globe, including Gaming, BFSI, NBFC, E-Commerce, Logistics, Health Tech, hospitality, travel, and Automobile, the company is unlocking new levels of operational excellence and redefining customer experience by delivering customised support. The pioneer in human experience and service delivery has been named 'Best MSME 2021' and 'Company of the Year 2021' by a leading media house, and 'Asia's Greatest Brand' and 'World's Greatest Brand' by AsiaOne in collaboration with CNBC and ET NOW. Vertex is ranked 19th amongst the Top 50 Innovative Companies worldwide and was named 'Best Place to Work', for its best practices with ESAT at 94 per cent and CSAT at 93 per cent, for four consecutive years. Vertex prioritises a people-first culture and tech-driven skilling and training to meet the diverse needs of businesses and deliver market-leading results.



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