

# Celebrating Hues of Freedom and Purpose

The Month of August was evocative and fun at the same time. People at Sundaram engaged in several celebratory activities that were conducted at the premises while also ensuring to pay due respect to our roots. Our Leadership travelled to Australia to meet with our clients, connect with greater purpose, and discuss the roadmap ahead. The discussions were fruitful, and we are hopeful about a brighter future for Sundaram Business Services.

## Onam Celebration



Onam is a festival that celebrates peace, prosperity, and equality. It is a celebration that has reinvented itself over the years and has been adopted at a regional scale in the corporate world, owing to its unique capacity to nurture a sense of camaraderie and optimism. Most importantly, the event rings in thoughts of gratitude by appreciating the beauty that is ever present in the world. Flowers, in their delicate and colourful forms, are used to make tapestries or patterns on the floor called Pookalam on this day. We organised a Pookalam competition that saw active participation across SBS. Joyful as it sounds, we also got to witness the creative talent in our employees; we enjoyed every bit of colour that it added to our workspace.

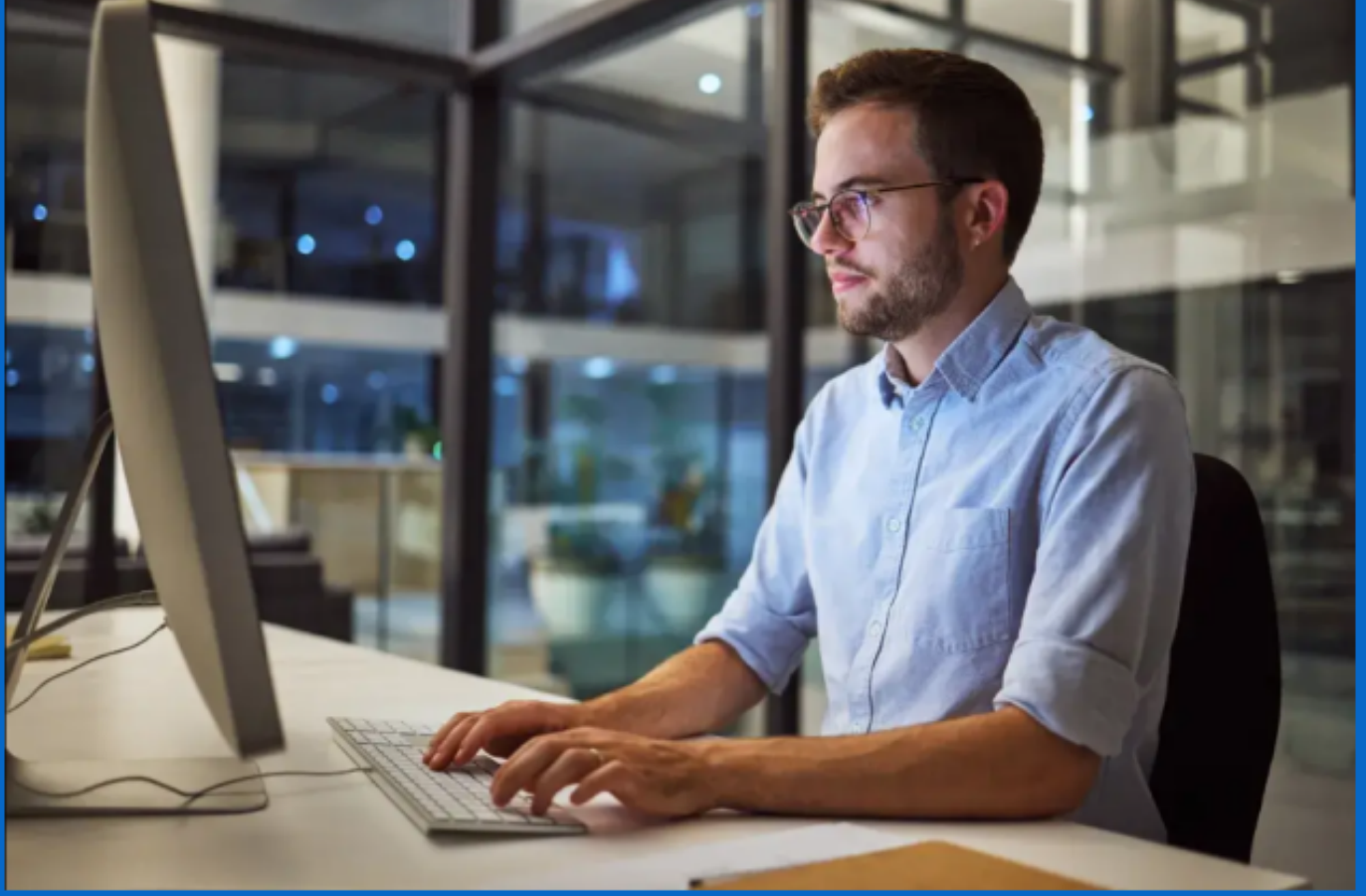
[See Video](#)



## Colours of Freedom

India celebrating 76 years of freedom was our opportunity to remind ourselves of the countless sacrifices our freedom fighters made. We conducted a quiz competition on India's Independence that was attended by all our employees, dressed in patriotic colours.

## On the blog



### What should you consider when outsourcing business processes?

Despite the obvious advantages on the table, BPO needs to be undertaken carefully to ensure you achieve outstanding results. If you choose the wrong partner, you may feel you've lost direct control over the processes you've outsourced. This loss of control may be exacerbated if you're working with partners across different geographical locations or time zones. At Sundaram, we have team members based in Australia, India, and the UK, helping to mitigate this risk and ensure timely, transparent communication.

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## Sundaram Premier League

Indians are madly passionate about cricket, and even that is an understatement. Through Sundaram Premier League, we were able to channel this passion into an actual competition of intense physical skill. It was gratifying to see all our team members in good shape, battling for the coveted trophy.

[See photos](#)



## Namaste Australia

We really love visiting Australia and there is always something you can do and enjoy. This fact adds to the excitement when we meet our clients at their homebase. We travelled throughout the continent and had serious discussions with our existing clients on process improvements, newer ideas, and more efficient business strategies. We also attended the ANZIBC Technology Conference Australia 2023 at Melbourne. Several insights on navigating the complex business landscape were discussed. We are positive that these regular visits are instrumental in nourishing our relationships with our clients and reinstating our position as a reliable outsourcing partner.



## Season of Growth: We're Expanding Our Team

We conducted a Mega Walk-in Drive, which drew fresh talent from across the region. Our brand name and our reputation as a safe and trusted employer has enabled us the access to some of the brightest minds in Finance and Accounting. We hire prolific talent. You can, therefore, trust in our ability to not only complete your day-to-day tasks, but also scale rapidly.

## Delivering bespoke outsourcing solutions to Australian businesses for over 2 decades

Sundaram Business Services are innovators in the global outsourcing services market. Founded in 2001, we tailor our service offering to each client's needs, and deliver leading outsourcing services to global clients in locations including Australia, New Zealand and the UK.

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