**Sahaj Retail ltd awards Procuretechstaff consulting Services a multi-year, Rs 2 crore+ contract for Business Process optimization and Next Gen Customer Support centers**

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KOLKATA ,WB India – Jan 7th , 2020 – Procuretechstaff Pvt Ltd (PTS) a global leader in business consulting, technology and digital transformation services, has been awarded the contract to transform CRM services for E-Village Kendra Limited a subsidiary of Sahaj Retail Limited.

The services will include a full digital transformation and technology upgrade of E-Village Kendra Limited, customer contact center which will help in faster and better customer experience for its customers.

The 2 year contract (renewable) is worth more than Rs 2 Core in revenue. With this agreement PTS will be able to help Sahaj go through a complete transformation of its customer services and call center support to all the Retails units at Pan India level.

The contract was signed by Mr. Manoj Agarwal Sr. Vice President & Country Head Business of Sahaj Retail Limited and Mr. Biplab Chaudhuri Chairman & CEO of PTS Consulting Services.

About Sahaj Retail LTd

Sahaj Retail Limited is a wholly owned subsidiary of E Village Kendra Limited (Formerly known as Sahaj e-Village Ltd.). Sahaj has delved into bridging the digital divide between Urban and Rural India under the flagship of NeGP of Government of India by creating 89K village level entrepreneur as Sahaj Mitr delivering product and services to 300 million rural citizen spread across 19 states pan India.

Sahaj Retail aims to provide various online services, bringing financial and digital inclusion in Indian villages in Rural India. With the globalization and reach of internet, the need for reaching the remote areas of rural India has become the responsibility of a civilized society.

Thus, Sahaj Retail Limited runs through a holistic economic and social inclusion model which ensures achievement of Economic Empowerment, The company’s focus is towards ensuring Human, Digital and Physical network driving efficient access to Rural India through the various online services.

Sahaj provides services like G2C, Financial Inclusion, Financial Services, utility bill collection services, mobile/ DTH top-ups, e-Learning, FASTag, etc.

About Procuretechstaff Consulting Services

ProcureTechStaff Pvt ltd a wholly owned subsidiary of PTS consulting services based out of Naperville IL USA is A global leader in consulting, technology services and digital transformation, PTS is at the forefront of Digital Transformation and Cloud based innovation to address the entire breadth of its clients business transformation opportunity. It is committed to providing clients with important insight and understanding about how their technology can improve their business & to make IT accessible, design unique IT environments to fit its customers organization and deliver peace-of-mind.

# Contact:

Procuretechstaff Consulting Services

[info@procuretechstaff.com](mailto:info@procuretechstaff.com)