Interview with Sanjay Kamlani, Co-CEO, Pangea3

Pangea3 is one of the leading legal service outsourcing providers in the LPO industry. The Company has been ranked as number LPO providers by Black Book of Outsourcing and Frost and Sullivan.

Pankaj Parnami, Founder and Director spoke to Sanjay Kamlani, Founder and Co-CEO of Pangea3 on his take on the LPO industry and its future.

1. ***KPO CONSULTANTS:*** **Could you brief us your expertise in offering legal services for global law firms and legal departments?**

   Sanjay: We are the leading Legal Process Outsourcing Company, offering a complete range of legal and intellectual property services to in-house legal departments and global law firms, including patent search, enforcement and analysis and litigation and corporation legal services. As a result, Pangea3 has been actively involved in supporting dozens of legal departments and law firms in the United States, Europe and Japan. We bring to the table significant expertise in U.S. law combined with our leadership in the LPO space. We integrate a robust team of outstanding professionals with state of the art technology to deliver the highest quality to our clients - at reasonable prices. Pangea3 received Frost & Sullivan's prestigious Market Leadership Award for the Legal Process Outsourcing industry, and ranked the #1 Legal Process Outsourcing provider worldwide in the renowned “Black Book of Outsourcing”.

2. ***KPO CONSULTANTS:*** **In the past few years, Pangea3 has increased its focus on the high-growth areas. Please mention your service offerings for the industry verticals?**

   Sanjay: We have identified key service offerings that are customized to the business needs of our clients. Our offerings include:

   - **Litigation Services:** Substantive Document Review, including reviews for Responsiveness, Privilege, Materiality and Confidentiality, Litigation Database Management, Compliance and Legal & Business Research.

   - **Patent Services:** Patent Drafting, Prior Art Search, Patent Translations, Patent Proofing, Patent Litigation, FTO and Infringement Studies and Reports, Patent Analytics, Competitive Intelligence and IP Asset Management.

   - **Corporate Services:** Contract Drafting, Contract Abstraction, Due-Diligence and Corporate Secretarial Services.

3. ***KPO CONSULTANTS:*** **What are the advantages of being located in India?**

   Sanjay: Like the U.S., India’s legal system is based on British common law. The Indian education system has an impactful combination of science, law & advance technology,

which produces large number of law & engineering graduates. India graduates thousands of lawyers fluent and trained in English along with a strong understanding of U.S. and UK laws, domain expertise and solid leadership qualities. India also provides better infrastructure facilities, cost effectiveness & government support to run an LPO business offshore, as against other competitor countries.

> ***"We hire world-class talent at three levels: 1) individuals experienced in the LPO segment 2) those exposed to Indian laws and 3) graduates from premier institutes, like IIT and top law schools. We engage employees with domain expertise, and combine technology and training to provide the best possible solutions. Our experts form an integral part of the project teams. Pangea3's formula is simple; trained talent + technology = quality service. We have invested heavily in employees, training & technology."***

4. ***KPO CONSULTANTS:*** **Mention a few instances of how you built up the value chain for a specific service or process?**

   Sanjay: Pangea3 offers customized solutions to our clients with 100% satisfaction. We hire world-class talent at three levels: 1) individuals experienced in the LPO segment 2) those exposed to Indian laws and 3) graduates from premier institutes, like IIT and top law schools. We engage employees with domain expertise, and combine technology and training to provide the best possible solutions. Our experts form an integral part of the project teams. Pangea3's formula is simple; trained talent + technology = quality service. We have invested heavily in employees, training & technology.

5. ***KPO CONSULTANTS*** **Give a brief of your evolving global delivery model?**

   Sanjay: Pangea3 has its strongest presence in New York, Silicon Valley & Mumbai, along with professionals in other US and Indian cities. Our client dedicated teams and world class technology ensure 24*7 support, experienced handling of projects and peace of mind. We provide our clients with end to end customized and integrated solutions with client dedicated teams, simple and effective project intake and delivery systems. This allows for uninterrupted and secure delivery to our clients globally.

6. ***KPO CONSULTANTS:*** **What are the various advantages that your clients gain from your offshore or onshore locations (US perspective)?**

   Sanjay: We provide our clients with world-class quality, total peace of mind and compelling savings. Our Indian offices are managed and staffed by professionals with diverse skills in handling challenging projects. By leveraging our skills, we free our clients from work that is repetitive in nature and enable those clients to revolutionize the way they practice law, whether in-house or at a law firm. While cost is always a factor

for our clients, Pangea3's quality and peace of mind are the focus of our management team and the drivers behind the company's rapid growth.

7. ***KPO CONSULTANTS:*** **How important are SLAs in your firm's relationship with your clients and how much are you engaged in a client's outsourcing plan?**

   Sanjay: We have maintained good relations with our clients worldwide. We have reached a level where SLAs don't play a significant role in doing business. It's all about the qualitative nature of the services we provide. Pangea3 have been assisting its clients with their outsourced projects at every stage. In some cases, we do help our clients conceptualize the idea of legal Offshoring in those cases; we meet with clients, discuss their needs and goals, make presentations, identify risks, and provide solutions customized for each client's need and corporate imperatives.

8. ***KPO CONSULTANTS:*** What specific Near Shore or Onsite support do you provide to your clients?

   Sanjay: Our senior management, based out of the U.S., attends to our clients to effectively leverage offshore delivery engagement. We make our clients feel our international presence on regular basis. However, our offshoring facility is based only in India. We bring in business from UK, the U.S., Japan, Australia and other parts of the world but services are executed only by the Indian team. We are confident about the talent pool developed with us.

9. ***KPO CONSULTANTS:*** **What are the International certifications that you have been granted?**

   Sanjay: We are ISO compliant. We predominantly focus on quality. We also have in-house workflow and quality management/control teams for maintaining international standards. Moreover, with nine US lawyers on our management team, we lead by example – and all Pangea3 team members are trained as a U.S. professional would be trained. These efforts result in a high level of confidence among our clients and have resulted in our industry leadership.

10. ***KPO CONSULTANTS:*** **List of major clients in US, Europe and Asia Specific?**

    Sanjay: We don't disclose the names of our clients due to confidentiality issues. We work with firms that are leaders in their respective industries and with our services help them to enhance the quality of services to their underlying business-user clients.

    Our expert team covers a range of industries, including – Healthcare, Tobacco, Insurance, Hi-Tech, Telecommunications, Pharmacy & Bio-Tech, Chemicals, and Consumer Goods.

11. ***KPO CONSULTANTS:*** **Who are your VC Funding investors? How have you utilized these funds?**

Sanjay: Sequoia Capital recently invested $7 million in a Series C funding. Previously, The GlenRock Group invested $4 million in a Series B funding. In addition, Sunil Wadhwani, co-founder and CEO of Igate Corp. is a Series A investor. In accordance with our plans, these funds will be used to continue our company's expansion and aggressive recruitment of superior quality legal talent in India and in the US, to increase our service offerings and to accelerate sales and marketing efforts. We also plan to open a new operation facility in Mumbai. Scheduled to open in October 2007, the facility will have capacity for up to 250 attorneys, scientists, engineers and other professionals, including segments of litigation, corporate and intellectual property divisions.

12. ***KPO CONSULTANTS:*** **How do you plan to position yourself in Asia Specific in the offshore legal space over the next 5 years?**

    Sanjay: Our vision is to be the market leader in Legal Process Outsourcing space. Our geographic reach is worldwide, including North America, Japan and Europe. We have established our presence in the US market quite well and have clients in Europe and Japan, which is the toughest market to penetrate. Our plan would be to expand our business in other European markets as well.

13. ***KPO CONSULTANTS:*** **Where do you feel your competitive strength is concentrated, which drives your growth?**

    Sanjay: We continue to pursue our vision of being the highest quality global provider of Legal Process Outsourcing services. We are not and will not be the lowest cost provider – but we will continue to be the best provider.