

HGS Interactive and Tata Chemicals: Elevating digital media communication together



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HGS Interactive, a global digital marketing agency and part of leading digital experience (DX) company Hinduja Global Solutions (HGS), has announced that it has secured the mandate from Tata Chemicals to help transform the latter's digital media presence across all social media platforms.

As their dedicated social media partner, HGS Interactive focuses on delivering strategic social media communication that engages stakeholders, employees, and partners alike. Leveraging its deep expertise in brand strategy and creative development, HGS Interactive aims to showcase Tata Chemicals' work culture, vision, and values through compelling content that resonates globally.

Sachin Karweer, Business Head at HGS Interactive, said, "Our ongoing association with Tata Chemicals is built on a shared commitment to excellence. We look forward to deepening our collaboration and creating dynamic social media experiences that amplify brand awareness and foster community engagement."

About HGS Interactive

Part of Hinduja Global Solutions (HGS), HGS Interactive is a full-service digital marketing agency that helps brands achieve their marketing goals through innovative and data-driven solutions. The agency offers a wide range of services, including digital strategy, creative development, and social media marketing globally.

About Hinduja Global Solutions (HGS)

*A global leader in optimising the customer experience lifecycle, digital transformation, business process management, and digital media ecosystem, HGS is helping its clients become more competitive every day. HGS' core BPM business combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centres, and HRO solutions. HGS' digital media business, **NXTDIGITAL**, is India's premier integrated Digital Delivery Platforms Company delivering services via satellite, digital cable and broadband to over 6 million customers across 1,500 cities and towns.*

Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a "globally local" approach. HGS has 17,974 employees in nine countries, including 33 delivery centres, making a difference to some of the world's leading brands across verticals. For the year ended March 31, 2024, HGS had total income of Rs. 5,087.8 crore (US\$ 614.4 million).

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