

NLB Services repositions as an Enterprise Transformation Partner in the AI Economy

~Aims to address growing enterprise demand for outcome-driven solutions delivered through a strategic partner across workforce transformation, GCC enablement, digital operations, risk intelligence and AI-led business transformation~

New Delhi, India, June 25, 2026: NLB Services, a global AI-led technology and business transformation organization, today announced the strategic evolution of its business to address the growing enterprise demand for integrated, outcome-driven solutions across talent, technology, operations, marketing and risk. The repositioning aims to strengthen NLB Services' role as a strategic transformation partner, helping organizations accelerate growth, build resilience and unlock business value in an increasingly AI-driven world.

As enterprises accelerate AI adoption, many continue to manage workforce transformation, technology modernization, operational excellence and risk management as disconnected initiatives. This fragmented approach often slows execution, increases complexity and limits the value organizations realize from their transformation investments. By bringing together expertise in talent and workforce transformation, technology and data modernization, and domain-led risk and operational services, NLB Services is uniquely positioned to help enterprises align strategy with execution, accelerate business outcomes and create sustainable competitive advantage in an increasingly AI-driven economy. This strategic evolution reinforces NLB Services' conviction that enterprises derive the greatest value when talent, technology, operations and risk are connected through a unified transformation approach, accelerating execution and improving business outcomes.

Commenting on the re-positioning, **Sachin Alug, CEO, NLB Services** said, "Over the last two decades, we have continuously expanded our capabilities in response to how enterprise challenges have evolved; from global staffing and workforce solutions provider to technology services to digital transformation, GCC enablement, AI, risk and business operations. This repositioning is a natural progression of that journey, bringing together the strengths of our businesses to help clients address increasingly interconnected challenges through a unified, outcome-driven approach. Along the way, we have built deep industry expertise, strong execution capabilities and high-performing teams united by a shared vision: to help enterprises not only solve today's challenges but also prepare for the opportunities and disruptions of tomorrow."

Over the years, NLB Services has built deep domain expertise across BFSI, healthcare, life sciences, manufacturing, logistics, telecom, aviation, retail, FMCG, e-commerce and technology, enabling it to develop a nuanced understanding of the unique challenges and opportunities shaping each sector. This industry knowledge, combined with a deliberate expansion of capabilities

"AI is no longer a technology conversation; it is a business transformation imperative. Organizations today need partners who can help them move beyond experimentation and turn AI into measurable outcomes. Our new positioning reflects the evolution of NLB Services into a transformation partner that combines AI, industry expertise, talent, technology, and operational excellence to help enterprises scale with confidence," added **Sachin Alug**.

As part of this strategic evolution, NLB Services has also unveiled a refreshed [corporate website](#) that reflects the organization's renewed vision, expanded capabilities, and AI-first narrative. Designed to provide a more intuitive and engaging experience, the new website showcases NLB's integrated transformation ecosystem, industry expertise, and future-focused solutions, while reinforcing its aspiration to be a trusted partner for enterprises navigating large-scale AI and business transformation journeys. The refreshed digital presence serves as a dynamic platform to



communicate NLB's evolved identity, customer success stories, and commitment to helping organizations innovate, scale, and create sustainable value in an AI-driven world.

Campaign link: [LinkedIn](#)

About NLB Services:

NLB Services is a global AI-led technology and business transformation organization that helps enterprises accelerate growth, enhance operational resilience, and unlock digital value at scale. Headquartered in Alpharetta, NLB Services delivers integrated solutions across AI and data engineering, intelligent automation, digital operations, customer experience, talent and workforce transformation, employer branding, skilling, and end-to-end Global Capability Center (GCC) services. Combining deep industry expertise, a robust global delivery network, and a customer-first approach, NLB empowers Fortune 500 and high-growth organizations to modernize operations, build future-ready capabilities, and navigate complex transformation journeys with confidence in an AI-driven world. To know more, please visit: www.nlbservices.com

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