



PRESS RELEASE

## **HCL Technologies Receives an ITSMA Diamond Award for Marketing Excellence**

*Peer Learning Forum Created Amongst HCL's Strategic Customer Accounts*

**Cambridge, MA – October 27<sup>th</sup>, 2011**—[HCL Technologies](#), a leading global IT services company, has been named a 2011 Diamond Award winner in the “Building Client Loyalty and Trust” category by the [IT Services Marketing Association \(ITSMA\)](#), the leading marketing association for technology, communications and professional services providers.

Evaluated by a panel of renowned industry experts, organizations are judged upon innovation, execution and business results—three critical aspects to marketing success. Now in its twelfth year, the ITSMA award is a highly regarded honor for companies that market and sell technology-related services and solutions.

HCL won the award based on its Customer Advisory Council (CAC)—a global, collaborative forum where 80 of HCL's Fortune 500 C-level customers and thought leaders convene on a regular basis to advise HCL on industry trends, changing business priorities, and its strategic direction (including brand positioning, M&A validation and Go-to-Market strategies). HCL then translates the advice into actionable plans to transform business requirements and technology needs, creating more value for HCL's customers. The CAC also serves as an exceptional platform for HCL's customers and their industry peers to exchange ideas, best practices and network.

“This year, ITSMA received the second highest number of submissions since the awards program began in 1998,” **said Dave Munn, President and CEO of ITSMA.** “However it's not just the number of entries received that's so impressive, it's the quality. HCL's Customer Advisory Council shows how B2B marketing is maturing and exemplifies the way marketers are using both data and analytics to drive growth, improve client loyalty, and impact revenue.”

“Close collaboration and intimacy with our customers is a critical component of HCL's business strategy. Through CAC we are able to exchange valuable ideas and opinions with and between our customers and utilize these thoughts to fine tune our strategy and future direction” **said Shami Khorana, President for HCL America.** “Since the inception of the CAC in 2008, we at HCL take great pride in having retained all CAC participants, a clear indication that they also continue to find increasing value in the Council. It is overwhelming to see that our commitment to our customers is being recognized through this prestigious award”.



### **About HCL Technologies**

HCL Technologies is a leading global IT services company, working with clients in the areas that impact and redefine the core of their businesses. Since its inception into the global landscape after its IPO in 1999, HCL focuses on 'transformational outsourcing', underlined by innovation and value creation, and offers integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and BPO. HCL leverages its extensive global offshore infrastructure and network of offices in 26 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers our 80,520 transformers to create a real value for the customers. HCL Technologies, along with its subsidiaries, has reported consolidated revenues of US\$ 3.7 billion (Rs 16,977 crores), as on 30 September 2011 (on LTM basis). For more information, please visit [www.hcltech.com](http://www.hcltech.com).

### **About HCL Enterprise**

HCL is a \$6 billion leading global technology and IT enterprise comprising two companies listed in India – HCL Technologies and HCL Infosystems. Founded in 1976, HCL is one of India's original IT garage start-ups. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 85,000 professionals of diverse nationalities, who operate from 31 countries including over 500 points of presence in India. HCL has partnerships with several leading global 1000 firms, including leading IT and technology firms. For more information, please visit [www.hcl.com](http://www.hcl.com).

### **Forward-looking Statements**

*Certain statements in this release are forward-looking statements, which involve a number of risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from those in such forward-looking statements. All statements, other than statements of historical fact are statements that could be deemed forward looking statements, including but not limited to the statements containing the words 'planned', 'expects', 'believes', 'strategy', 'opportunity', 'anticipates', 'hopes' or other similar words. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding impact of pending regulatory proceedings, fluctuations in earnings, our ability to manage growth, intense competition in IT services, BusinessProcess Outsourcing and consulting services including those factors which may affect our cost advantage, wage increases in India, customer acceptances of our services, products and fee structures, our ability to attract and retain highly skilled professionals, our ability to integrate acquired assets in a cost effective and timely manner, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, the success of our brand development efforts, liability for damages on our service contracts, the success of the companies /entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property, other risks, uncertainties and general economic conditions affecting our industry. There can be no assurance that the forward looking statements made herein will prove to be accurate, and issuance of such forward looking statements should not be regarded as a representation by the Company, or any other person, that the objective and plans of the Company will be achieved. All forward looking statements made herein are based on information presently available to the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.*

### **For More Information, Contact:**

Avena Suri  
HCL Technologies  
[Avena.suri@hcl.com](mailto:Avena.suri@hcl.com)  
949-310-7209

Danielle Millerick  
ThinkMedia PARTNERS for HCL  
[dmillerick@thinkmediapartners.com](mailto:dmillerick@thinkmediapartners.com)  
978-740-1013