



## **HCL Wins Two International ECHO Awards for its "CoolestInterviewEver" Campaign**

**Presented with a Silver and a Bronze Award for Creative Marketing**

For Immediate Release

**Sunnyvale, CA and Noida, India** – October 31, 2014 – HCL Technologies, a leading global IT services company, has won two International ECHO Awards™ from the Direct Marketing Association (DMA) for its '[CoolestInterviewEver](#)' campaign. [The International ECHO Awards](#) honor the world's best marketing campaigns based on a winning combination of strategy, creative and results that have the power to change business. HCL has been presented with a Silver Award in the Business and Consumer Services Category; and a Bronze Award in the Information Technology Category for its end to end recruitment campaign on twitter.

In February 2014, HCL launched its first-ever global Twitter recruitment campaign #COOLESTINTERVIEWEVER offering the winning candidate a \$75,000 prize and the opportunity to work on a yearlong strategic project with the company's top management team. HCL was able to engage with over 88,000 people across 102 countries and increased its number of Twitter followers by 84 percent.

The campaign also displayed how HCL used innovation and creativity through non-traditional means to attract and recruit niche skillset required in the digital world. This initiative uniquely helped build awareness of HCL's brand with the millennial generation and new talent entering the workforce.

"We are honored to receive these distinguished marketing awards for our #COOLESTINTERVIEWEVER campaign," said HCL Chief Marketing Officer Matt Preschern. "Over the past decade, HCL has built upon its [Employees First, Customers Second](#) management philosophy and Ideapreneurship culture to unleash the innovative thinking of empowering employees and this campaign was an extension of our employee-centric culture, designed to uncover new talent in the IT field while investing in initiatives to better engage, recruit and retain employees through social media."

HCL's winning entries passed through three rigorous rounds of judging from veteran industry professionals, who looked for campaigns that created highly personal customer experiences through marketing. The awards were announced during the DMA's 2014 International ECHO Awards Gala & Conference on the evening of October 28 in San Diego.

### **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 emergence on global landscape after its IPO in 1999, HCL has focused on 'transformational outsourcing', underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and Business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare & Life sciences. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers its 95,522 transformers to create real value for the customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 5.5 billion, as on 30th September 2014 (on LTM basis). For more information, please visit [www.hcltech.com](http://www.hcltech.com)



## **HCL 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, Business Process 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.

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