



HCL GETS **0** & **1** TO TALK

HCL's pathbreaking "Talking Numbers" multimedia advertising campaign to break over this festival weekend.....

New Delhi Jan 12, 2006 - HCL today announced the nationwide launch of a high voltage TV led multimedia campaign, the first by an Indian IT major, to let the world know about its pioneering spirit and leadership in IT products and services. Through an interesting creative treatment the ads aim to capture the high viewership during Pongal, Makar Sankranti and Lohri over the weekend. The ads will also feature in the highlights of the India – Pakistan test series beginning tomorrow.

The **"Talking Numbers"** campaign is a creatively unique tongue-in-cheek communication between **0** and **1**, the advertisement's primary characters. Both **0** and **1** walk viewers through the rich digital world of IT which HCL has pioneered since 1976. The campaign is designed to position HCL as an innovative, multi-dimensional technology solution provider in that context.

The iconic HCL Brand turns 30 on 11th August 2006, and it has remained eternally youthful over its 3 decade existence. Four TV commercials featuring the diversity and range of HCL will be airing on leading TV channels. This will be supported by press, outdoor, internet and public relations blitzes.

"Through our **"Talking Numbers"** campaign, HCL, "India's original IT garage start up", will reach out to our stake holders, connecting with them in an interesting and engaging manner", said **Shiv Nadar Founder HCL**. "As we take on the challenges of the future in our 30th year we would like to share the uniqueness of the range and depth of HCL's IT products and services, while reenergizing Brand HCL as we transform and reinvent ourselves".

"HCL's FEARless campaign in 2005 was aimed at sharing the rich history and lineage of HCL. With this campaign HCL reinforces its strong position not only as a hardware IT giant but also as a leading global Technology and IT services player. The **"Talking Numbers"** campaign develops this theme and what we can do for our stakeholders. It focuses on the future while the earlier campaign reinforced our heritage. We are confident that we have developed an unique property that is highly campaignable. We have





showcased the diversity of HCL while consolidating all of it into a single Brand – HCL”, said Ajay Chowdhry Co-Founder HCL.



The Concept – “Talking Numbers”

The campaign was conceived and developed by FCB Ulka, a leading global advertising agency working with HCL. The campaign has been created digitally on a PC (which incidentally HCL pioneered in India) with cutting edge digital and animation tools in Bombay and London. The animation is in the same genre of animation as used by big budget animation films.

The creatives for the commercial are set in the binary world that is made up of 0s and 1s, which are the building blocks of the digital world. All hardware components and every single code of software execute and work on the premise of digital circuits.

The films revolve around the two characters ‘0’ and ‘1’, who do all the talking. In each of these commercials one aspect of HCL that the world thus far knows very little of, is highlighted. The film takes shape in different real life settings, where 1 has real life problems. 1 has no clue about how HCL can help him with the trouble at hand, and just knows that HCL is a big computer company. 0 with his knowledge about HCL enlightens 1 about HCL’s achievements in his effervescent style. Light humour and conversational tonality helps establish the message in an endearing manner ensuring clarity.





About HCL Enterprise

HCL Enterprise is a leading Global Technology and IT enterprise with annual revenues of US \$2.7 billion (Rs.12,000 cr). The HCL Enterprise comprises two companies listed in India - HCL Technologies & HCL Infosystems. The 3-decade-old enterprise, founded in 1976, is one of India's original IT garage start-ups. Its range of offerings span Product Engineering, Enterprise and Application Consulting Services, BPO, Infrastructure Services, IT Hardware, Systems Integration, and Distribution of Technology and Telecom Products. The HCL team comprises 30,000 professionals of diverse nationalities, who operate from 15 countries including 300 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including leading IT and Technology firms. For more information please visit www.hcl.in

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