

## HCL Technologies is the Fastest Growing IT Services Brand

### *Brand Finance Recognises HCL's Mode 1-2-3 Strategy*

**Noida, India; 3<sup>rd</sup> February, 2017:** [HCL Technologies](#), a leading global IT services provider, has emerged as the fastest growing global IT services brand in the world moving upwards by 122 ranks over the last year, in the [2017 Brand Finance Global 500 report](#) released on February 1<sup>st</sup>, 2017. HCL's brand value has surged by 38% over the last year. HCL now ranks at number 378<sup>th</sup> with a brand value of \$4,463 million and AA+ brand rating.

**David Haigh, CEO, Brand Finance** said "Digital and technology brands have made great strides in the 21st century, reflected in their soaring valuations. Amongst leading global brands that we have tracked, of great interest is HCL Technologies, which has become the fastest growing global IT services brand. It already has an industry leading brand rating of AA+, which is likely to improve as a result of its focused Mode 1-2-3 strategy, strong brand promise and employee culture, in turn leading to continued, strong brand value growth for HCL".

**Matt Preschern, CMO, HCL Technologies** said, "This is a proud moment for over 110,000 HCLites. Our strategic and best-in class initiatives augmenting our capabilities across the technology ecosystem, have made us a partner of choice for the 21<sup>st</sup> Century Enterprises. We have been working very hard in creating significant business value for our stakeholders, empowering our employees and sustaining positive impact on the ecosystem. The continuous growth in HCL's brand demonstrates our strength across all parameters of evaluation and the value we are creating for customers through our [Mode 1-2-3 strategy](#)".

The methodology adopted by Brand Finance includes assessing the business model, customer satisfaction & engagement, employee engagement, CSR & community engagement and business performance. HCL has been recognized for consistently creating exceptional value for its customers through its unique Mode 1-2-3 business strategy strengthened by the promise of [Relationship Beyond the Contract](#) (RBtC) powered by the Ideapreneurship-led culture that fosters grass-root innovation, providing an opportunity to 110,000+ ideapreneurs to ideate, collaborate and create everyday innovative ideas to solve customer's business problems.

Earlier HCL won the ITSMA Diamond Award for 'Building Brand differentiation' at the 2016 Marketing Excellence Awards, for its innovative "GetAJob@HCLTech" campaign, a first ever in its category. HCL became India's most preferred millennial employer, surpassing established brands across ecommerce, telecom, technology and FMCG. The Economic Times also recognized HCL amongst top 10 brands in its 'India's Top 100 Brands', 2016 study.

### **About HCL Technologies**

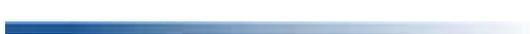
HCL Technologies (HCL) is a leading global IT services company that helps global enterprises re-imagine and transform their businesses through Digital technology transformation. HCL operates out of 32 countries and has consolidated revenues of US\$ 6.7 billion, for 12 months ended 31st December, 2016. HCL focuses on providing an integrated portfolio of services underlined by its Mode 1-2-3 growth strategy. Mode 1 encompasses the core services in the areas of Applications, Infrastructure,

BPO and Engineering & R&D services, leveraging DRYICE™ Autonomics to transform clients' business and IT landscape, making them 'lean' and 'agile'. Mode 2 focuses on experience-centric and outcome-oriented services such as Digital and Analytics Services (BEYONDigital™), IoT WoRKS™, Cloud and Security, utilizing DRYICE™ Orchestration to drive business outcomes and enable enterprise digitalization. Mode 3 strategy is ecosystem-driven, creating innovative IP-partnerships to build products and platforms business.

HCL leverages its global network of integrated co-innovation labs, and global delivery capabilities to provide holistic multi-service delivery in key industry verticals including Financial Services, Manufacturing, Telecommunications, Media, Publishing, Entertainment, Retail CPG, Life Sciences Healthcare, Oil & Gas, Energy & Utilities, Travel, Transportation & Logistics and Government. With 111,092 professionals from diverse nationalities, HCL focuses on creating real value for customers by taking 'Relationships Beyond the Contract'. For more information, please visit [www.hcltech.com](http://www.hcltech.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, 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-timeframe 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 details contact** 

### **HCL Technologies**

Ajay Davessar

[Ajay.Davessar@hcl.com](mailto:Ajay.Davessar@hcl.com)