

HCL Technologies Receives an ITSMA Diamond Award for Marketing Excellence

Company Wins Award in Targeted Demand Generation Category for Best in Class Innovation, Execution and Business Results

Sunnyvale, CA and Noida, India – Oct. 29, 2009 – [HCL Technologies](#) Ltd. (“HCL”), a leading global IT services company, has been named a 2009 Diamond Award winner by the IT Services Marketing Association (ITSMA), the leading marketing association for technology, communications and professional services providers.

Honored with the Targeted Demand category award, HCL is one of only two companies to receive this distinction. This award recognizes HCL’s corporate-wide ability to use multiple demand generation tactics and create innovative and focused campaigns. In addition, this award reflects the substantial results HCL has achieved in identifying and closing new business opportunities.

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

“HCL has long believed that marketing is a strategic weapon in the IT Services industry. This award bears testimony to that belief,” said Shami Khorana, president of HCL America.

“Each year I am amazed at the level and number of excellent award submissions we receive, this year was no exception,” said Dave Munn, president and CEO of ITSMA. “What really made the HCL submission stand out was the company's thorough upfront research, excellent proposition development and testing, comprehensive execution and outstanding business results they achieved.”

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 ‘Employee First’ which empowers our 54,443 transformers to create a real value for the customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 2.3 billion (Rs. 11,270 crores), as on 30th September 2009 (on LTM basis). For more information, please visit [www.hcltech.com](#)

About HCL Enterprise

HCL is a \$5 billion leading global Technology and IT Enterprise that comprises two companies listed in India - HCL

Technologies & HCL Infosystems. Founded in 1976, HCL is one of India's original IT garage start-ups, a pioneer of modern computing, and a global transformational enterprise today. Its range of offerings spans Product Engineering, Custom & Package Applications, BPO, IT Infrastructure Services, IT Hardware, Systems Integration, and distribution of ICT products across a wide range of focused industry verticals. The HCL team comprises over 60,000 professionals of diverse nationalities, who operate from 26 countries including over 500 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

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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