GenAl—we have to look at three aspects of the technology. The first one is around compute, which means how do we drive the right compute infrastructure to enable scaling and creating new capabilities around models? The second one is data and the model itself. And the third one is around applications and what kind of applications you drive to adopt in AI. All these three trends are extremely important, out of three vectors that are extremely important to drive differentiation in the market for enterprises to adopt AI and GenAI technologies.

On the compute side, we are interested. We are seeing a significant number of investments in large-scale compute infrastructure. People are already aware of Project Stargate, for example, in the US and around the large-scale infrastructure spend that hyperscalers are doing in this space. On a similar basis, some enterprises are also looking at private AI stacks and driving the right compute layer for advanced models and creating the right GenAI capabilities in their organizations. The second part of the stack is the models themselves.

We've seen very advanced trends and advanced technologies coming up in the models and the algorithms. One of the key focus areas for 2025 will be around chain of thought models and reasoning models. You've seen what O1 and O3 models from OpenAI have done, which are very complex, but you are able to solve very complex problems using reasoning techniques. Similarly, the recent model from DeepSeek R1 also showed us that, with low cost, what can be achieved in creating complex reasoning models. The third part is on applications and the application stack.

That's a very important trend for enterprises because that's where they adopt GenAl for their users and their customers. And in that area, we are seeing a focus on driving business impact and high business impact use cases versus doing a lot of POCs. 2024 was the year of pilots, but we see 2025 as the year of large use cases, more widespread adoption of Al and GenAl. Some of the areas where customers are adopting GenAl significantly from an application stack perspective are around front office transformation, customer service, internal productivity, and industry-specific solutions. So from an overall standpoint, the important trend is going and approaching GenAl as a full-stack offering versus just investing in isolated areas of the stack.

And that's where you can create a significant differentiation as an enterprise as you look to adopt GenAI in 2025. We believe that to succeed in GenAI, it's very important to provide a full-stack offering on driving GenAI adoption within our customers. When we look at the full stack, we have four offerings from it here.

Number one, we play in the compute and infrastructure layer through our AI engineering capability, where we are heavily focused on driving semiconductor chip design on AI chips, large cognitive compute infrastructure deployment and engineering capabilities on storage, and then creating cognitive infrastructure through our infrastructure services to drive large-scale capabilities around AI infrastructure. So that's on the compute layer of the stack.

The second area of focus is what we call AI Foundry, which is how do you, as an enterprise, modernize your data, clean your data, and get the data ready to scale AI applications for the

enterprise. So AI Foundry enables this creation of clean data, aggregation of the clean data, modernizing the data on a modern data stack, and then scaling AI applications on that data pipeline. So that's AI Foundry.

The third offering from our side is what we call AI Force, which is essentially driving internal productivity and efficiencies in service delivery of HCLTech for our customers. It's a very unique platform that is cross-model. It is flexible, it is modular and extensible, and certified by all hyperscalers, including Microsoft as a GitHub corporate extension, Google, IBM, Watson, SAP—to drive technical services delivery using GenAI capability and creating internal productivity and accelerated impact by faster delivery for our customers.

The fourth offering, which is very important, is that in the case of AI and GenAI, what is most important is how do you drive the right use cases and how do you create MVPs faster and ensure that you are focused on prioritizing the right high business impact use cases. For this, we have created AI Labs where customers can come and engage with our SMEs and teams to drive discussions as a trusted adviser and ensure that they are enabling MVPs to be created in the AI Labs. And those MVPs can be taken to production based on the prioritization metrics that they decide.

So from an HCLTech standpoint, we see these four pillars of offerings: AI Engineering for the compute layer, AI Foundry for the data layer, AI Force for the application and service transformation layer, and AI Labs for engaging with customers and creating use cases to drive production-ready, high business impact capabilities. We see the value getting created for our customers through this full-stack approach. It's very essential to enable the customer in driving a full-stack view versus, you know, a portion of the stack. And that's where we see significant value getting created. Most of our customers engage us across these four offerings.

They work with us on AI Labs to drive the right use cases. They adopt AI Force for service delivery productivity. They drive data modernization through AI Foundry, and they enable us to support them on the AI engine stack. So we see MENA countries and Middle Eastern countries adopting GenAI and AI in a big way in 2025. A lot of announcements have been made, you know, from countries like Saudi Arabia or the UAE on driving compute infrastructure, large-scale investment in data centers, creating their own sovereign models, and creating and democratizing AI capabilities for their citizenry.

We see this trend significantly accelerating in 2025. From the context of HCLTech, we do believe it's a great opportunity to engage with all key stakeholders in these countries. A lot of enterprises will adopt AI engineering across the different stacks, as we talked about. We see significant opportunities in data and data modernization. A lot of opportunities around adoption of applications, particularly around internal productivity, contact center transformation, and front office transformation.

And there, you know, we have our offering called AI Force. And then finally, we also see capabilities in creating your own models, creating the right compute infrastructure where HCLTech's capabilities around AI engineering will be very well aligned. We have a few of our

customers in the Middle East who are already adopting some of these offerings, and we see the acceleration of this adoption going forward in 2025.