

## HCL Technologies and Talisma enter into a Strategic Partnership

*~ Talisma extends CRM leadership in fast-growing BPO Services industry ~*

**London, Stockholm, Sunnyvale, CA and Noida, India**, 8 January, 2010 – HCL Technologies Ltd. – BPO Services and Talisma Corporation Pvt. Ltd., have announced a joint go-to-market strategy. Through this partnership, HCL and Talisma unveil a new service offering which provides clients with a hosted CRM service - a unique approach where BPO and hosted services enhance performance, accelerate transition and provide a packaged governance services model.

HCL and Talisma will combine their BPO and CRM expertise respectively to offer clients enriched service centre functionality as part of a fully-managed and end-to-end service to support CRM Business Process Outsourcing (BPO) propositions. HCL will leverage its vast domain expertise to provide customized, user-based services through its skilled resources, and Talisma would provide its robust CRM applications which are flexible, configurable, and more extensible, to address the diverse and sophisticated needs of clients both large and small.

CRM is the key to businesses across major verticals like Retail, BFSI, Telecom and Utility for customer retention and acquisition, with the available opportunity higher than USD 20 billion in the BPO space. In the new world, enterprises are looking at solutions that are proven, in premise and/or hosted with effective cost models. The HCL Talisma model addresses this growing market opportunity effectively and provides the market with a combination of wing-to-wing and modulated solutions, based on specific client requirements. The HCL Talisma joint go-to-market strategy enables enterprises to choose CRM BPO solutions either on a project basis or based on process management.

“This strategic alliance would prove to be highly advantageous especially since modulated services like campaign and services management can now be availed through all channels interrelated with existing applications and software, and without significant investment. HCL and Talisma now offer CRM as a hosted service so that customers in the US, UK, APAC and India can manage their customers relationships in a centralized online location, share information in a real time environment, and access it from anywhere in the world. HCL will provide both the hardware and maintenance in order to reassure the clients on capex and technology issues. Backed by a service level guarantee with platform and service support, CRM would be provided at a great value. This is one of the first and unique approaches wherein BPO and hosted services provide a skilled user base and analysis tools that would enhance performance, accelerate transition and provide a packaged governance service model”, said Neeraj Tandon, Head – Retail & Utilities, HCL Technologies Ltd. - BPO Services.

“We believe that customer orientation and superior technology are the answers to a competitive market. Given Talisma’s strong presence in India and developed expertise across major verticals, this

association will enhance HCL's offering by providing clients with a complete services package. This strategic alliance will augment Talisma's service portfolio by helping us migrate from the Transaction Management model to the more comprehensive Transaction Implementation, Design and Implement model", said Rajendra Mruthyunjayappa, Managing Director, Talisma's Asia-Pacific and European Operations, Talisma.

From the automation of sales and marketing, to customer portals and support, helpdesk and analytics, Talisma's CRM application helps organizations integrate multiple channels of communication to build successful relationships with customers and constituents.

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### About HCL Technologies Ltd. – BPO Services

HCL Technologies Ltd. - BPO Services (HCL BPO) is one of the early players of Business Process Outsourcing. With several Fortune 500/Fortune Global 500 customers, 155+ processes and over 11,360 professionals operating out of India, the UK and USA, HCL BPO has strong domain knowledge and runs quality driven processes. HCL BPO's focus verticals include Telecom, Retail & Utility, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing, and Media, Publishing & Entertainment. This apart, the company services various areas of operations that include Supply Chain Management, Financial Accounting Outsourcing, Knowledge Process Outsourcing, Customer Relationship Management, Technical Support Services and Human Resource Outsourcing.

The Black Book of Outsourcing ranked HCL BPO 1st globally among Cross-Industry Business Process Outsourcing vendors and also among the Top 50 Best Managed Global Outsourcing Vendors. IAOP ranks HCL BPO in the Leaders category of the 2009 Global Outsourcing 100. Hewitt ranks HCL No. 1 Employer in India and Best Employer in Asia in its 2009 Study. The organization ranks among the Top 10 in the Employee Satisfaction Survey 2009 by DQ-IDC. HCL BPO is the largest BPO service provider in Northern Ireland. For more information, please visit [www.hclbpo.com](http://www.hclbpo.com)

### 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 TLM basis). For more information, please visit [www.hcltech.com](http://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](http://www.hcl.in)

### About Talisma

Talisma Corporation Pvt. Ltd., a wholly owned subsidiary of Campus Management Corporation, is a leading Customer Relationship Management (CRM) software solutions provider. Talisma provides best-in-class, flexible, and affordable CRM software, which enables Customer Lifecycle Management across sales, service, and marketing functions, and powers organizations to quickly, effectively, and accurately communicate with customers using a multichannel communication strategy. With Talisma's expertise, thousands of customers across different verticals have accelerated their growth by creating personalized experiences with their clients. Headquartered in Boca Raton, Talisma's APAC and Europe head office is based in Bengaluru, India with offices in Mumbai, Chennai, Delhi, and Kolkata. Visit us at [www.talisma.in](http://www.talisma.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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