

June 18, 2020

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Mumbai-400 051

BSE Scrip Code: 532281

NSE Scrip Code: HCLTECH

Subject: Release – “HCL Technologies takes precision marketing at scale to the next level with the new Unica platform”

Dear Sir/ Madam,

Enclosed please find a release on the captioned subject being issued by the Company today.

This is for your information and records.

Thanking you,

Yours faithfully,
for **HCL Technologies Limited**



Manish Anand
Company Secretary

Encl. a/a



HCL Technologies takes precision marketing at scale to the next level with the new Unica platform

New York, and Noida, India- June 18, 2020 – HCL Technologies (HCL), a leading global technology company, today announced the release of Unica V12.1. Unica takes **Precision Marketing@Scale** to the next level by effortlessly scaling to the billions of personalized interactions required by the largest organizations with the most complex data infrastructures. V12.1 is the culmination of more than two years of research, development, and investment in the Unica platform to power the next generation of customer journeys and **goal-based marketing**. Unica V12.1 will be generally available in July 2020.

HCL is releasing **three modules** to provide end-to-end, goal-based marketing capabilities:

- **Unica Journey** – Set marketing goals and orchestrate customer journeys in a real-time self-service environment.
- **Unica Deliver** – Message customers on any digital channel, at scale.
- **Unica Link** – Connect all touch points in a MarTech stack with point-and-click integration.

To help customers capitalize on the power of an integrated cloud-native marketing platform, HCL is introducing the *Unica Power Pack*, which lets customers get access to the entire Unica platform, using a simplified, transparent, **consumption-based pricing model**.

To help marketers accelerate time-to-value, HCL is announcing the *Unica Goal-based Marketing QuickStart* offering, whereby customers can define and start meeting their marketing goals in as little as 30 days.

“Today, marketers are charged with setting and achieving specific revenue goals, weekly or monthly. They are designing and building customer journeys in a self-service environment and monitoring their progress in real time. They are making changes to customer journeys on the fly to meet their marketing goals. Goal-based marketing with Unica V12.1 was designed specifically for today’s marketer,” said Darren Oberst, CVP and Head of HCL Software.

"This by far is the most exciting and significant release of Unica products we've seen over the last 10 years. With V12.1, HCL has re-imagined the product line and expanded much-needed capabilities such as Unica Journey, Unica Deliver, and Unica Link, clearly taking into account customer feedback," said Benoît Stephenson-Barriere, President & CEO of Cleargoes.

“With Unica v12.1, HCL is taking great strides to close the gaps with their enterprise competition, and in many areas improving the long term and existing strengths of the Unica platform as a whole. With Unica Deliver and Unica Journey, they are deploying the functionality that marketers expect to be embedded within the marketing automation platform. We’re also excited about the simplified pricing model, which we hope will make it easier for our clients and partners to leverage a wider suite of capabilities with a reduced commercial and procurement impact,” said Andrew Addison, Founder & CEO of Purple Square.

“Allant Group’s MarTech Integration & Enablement Team has long relied upon the Unica platform to enable complex solutions that are easily managed, automated, and executed by marketers—without requiring the need for IT resources. In addition to expanding their own product APIs, HCL continues to grow Unica's product capabilities for integration by embracing open-source platforms, as well as cloud-hosted databases and marketing solutions. Delivering on this vision will enable our clients to consolidate data and events generated by today's channel-specific marketing solutions and data platforms. Allant is tremendously excited about HCL's product roadmap and the additional value it will bring to our mutual customers,” said Scott Bell, Principal, MarTech Integration & Enablement, Allant Group.





“The investment HCL Software has made in the Unica platform is impressive. In the V12.0 release earlier this year, they delivered big leaps in functionality, Open Source supported platform, cloud native readiness, and open API support. With this V12.1 release, the Unica Marketing solution becomes a platform that includes Campaign, Interact, Plan, and Optimize and three new offerings in one package with a simplified pricing model. HCL is investing in a proven marketing platform and we expect accelerated cloud release cycles to bring future functionality to market even faster,” said Gerry Murray, Research Director, Marketing and Sales Technology, IDC.

For more information on Unica 12.1, please join our upcoming Launch Webinar series outlining the latest capabilities in the Unica platform on July 7th. Event registration is available [here](#).

Visit: www.Unica.com

About HCL Technologies

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three business units - IT and Business Services (ITBS), Engineering and R&D Services (ERS) and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations and next generational digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering. Under P&P, HCL provides modernized software products to global clients for their technology and industry-specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences & Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability and education initiatives. As of 12 months ended March 31, 2020, HCL has a consolidated revenue of US\$ 9.94 billion and its 150,423 ideapreneurs operate out of 46 countries. For more information, visit 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, customer 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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