

September 16, 2025

The General Manager
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

The Manager
National Stock Exchange of India Limited
Listing Department
Exchange Plaza
5th Floor, Plot No. C-1, Block-G
Bandra-Kurla Complex, Bandra(E)
Mumbai-400 051

BSE Scrip Code: 532281

NSE Scrip Code: HCLTECH

Subject: Release – “HCL Unica+ Lands in India: The AI-First MarTech Engine for the Intelligence Economy”

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 Unica+ Lands in India: The AI-First MarTech Engine for the Intelligence Economy

Noida, September 16, 2025: HCLSoftware, a global leader in enterprise software, today announced the launch of HCL Unica+ in India, an AI-first MarTech platform designed for the Intelligence Economy. Unveiled at the ET MarTech+ Summit & Awards 2025, this platform marks a major step toward helping Indian businesses deliver hyper-personalized, data-driven marketing at scale.

In a market with over 800 million internet users, where attention is a scarce commodity and trust is the new currency, HCL Unica+ is the game-changer. It's built to address the unique challenges of India's diverse, multi-lingual landscape, enabling brands to connect with a digital-native population that expects relevance at every touchpoint.

"We're moving beyond the Attention Economy into the Intelligence Economy," said **Rajesh Iyer, Executive Vice President & Portfolio General Manager, Business & Industry Solutions, HCLSoftware**. "HCL Unica+ is the force multiplier for this shift. It's not just about reaching customers; it's about leveraging context to get it right every time, at every touchpoint. We're giving Indian marketers the power to leverage deep customer insight to deliver meaningful moments."

The platform is already powering one of India's top financial giants, managing 500 million customer accounts across 1.4 billion potential touchpoints in 28 languages. This proves the solution can handle the most demanding, large-scale challenges.

As India's MarTech industry is set to soar to nearly \$94 billion by 2030, HCL Unica+ is uniquely positioned to help enterprises capitalize on the future of marketing — one where precision, personalization, and performance are powered by AI.

"In today's market, it's not just about volume, it's about precision," said **Rajiv Shesh, Chief Revenue Officer, HCLSoftware**. "HCL Unica+ redefines customer experience by helping marketers understand evolving customer needs and deliver experiences that build real trust."

Sidhant Khanna, SVP, IndusInd Bank, said, "In today's always-on world, reach isn't enough, it's about relevance. With AI-powered insights, we can finally anticipate customer needs, cut through the noise and deliver the kind of hyper-personalized experiences that build real trust and lasting growth."

"HCL Unica+ isn't just a re-skin of legacy MarTech. It's an AI-first, data-driven, integrated marketing automation platform purpose-built for the Intelligence Economy," said **Harish Padmanabhan, Director – Global Partnerships, Xerago**. "By embedding Agentic AI directly into the workflow, HCL Unica+ reimagines the MarTech stack around real-time decisioning and precision targeting for today's enterprise. Xerago is proud to partner with HCLSoftware in delivering this groundbreaking platform, driving rapid ROI, future-ready agility, and responsible, AI-driven growth for leading brands."

About HCLTech

[HCLTech](#) is a global technology company, home to more than 223,000 people across 60 countries, delivering industry-leading capabilities centered around digital, engineering, cloud and AI, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, High Tech, Semiconductor, Telecom and Media, Retail and CPG and Public Services. Consolidated revenues as of 12 months ending June 2025 totalled \$14.0 billion. To learn how we can supercharge progress for you, visit hcltech.com.

For further details, please contact:

Nitin Shukla, India
nitin-shukla@hcltech.com

About HCLSoftware

HCLSoftware is a global leader in software innovation and the software division of HCLTech. We develop, market, sell, and support transformative solutions across various industries, including business and industry, intelligent operations, total experience, data and analytics, and cybersecurity. Our commitment to customer success and our core values of integrity, inclusion, value creation, people-centricity, and social responsibility drive us to deliver best-in-class software products that empower organizations to achieve their goals. With a rich heritage of pioneering spirit, HCLSoftware serves more than 20,000 organizations, including a majority of the Fortune 100 and almost half of the Fortune 500. Learn more about how we can help you achieve your goals at www.hcl-software.com.

Media Contact:

Animesh Biswas
animesh.biswas@hcl-software.com