HCL Wins ITSMA's Diamond and Gold Awards for Marketing Excellence

Recognized for driving business with thought leadership and strategic sales enablement

Sunnyvale, CA and Noida, India – November 13, 2013 — HCL Technologies, a leading global IT services company, was named both a Diamond and a Gold award winner by the IT Services Marketing Association (ITSMA), the leading marketing association for technology, communications and professional services providers.

HCL received a Diamond award for its "CIO Straight Talk" initiative, recognizing it as the industry's best-in-class program for driving business with thought leadership. Additionally, HCL won a Gold award for enabling sales channels through its Game Changer Forum (GCF), honoring its standout performance in improving marketing performance. HCL received both awards during the 20th ITSMA Annual Marketing Conference on the evening of November 5, 2013 held at The Charles Hotel in Cambridge, Mass.

In today's Digital Age, it is customary that successful companies or brands move a notch above Customer Relationship Management and practice Community Relationship Management. A classic example is HCL's "CIO Straight Talk" which is a twist in traditional thought leadership and HCL's way of nurturing a community of IT professionals through a multi-channel approach. The content platform – including a magazine, a website, webinars, a LinkedIn community, events and a Twitter feed – showcases how HCL is engaging with this community across different channels. This platform enables businesses to connect and collaborate as well as source for new ideas. The "for CIOs, from CIOs" program helps create and deepen customer relationships, while meeting IT professionals' appetite for peer-to-peer, experience-based insights.

Another such example of HCLs' Community relationship management is the GCF that was launched in 2011 to strengthen account management expertise of sales team responsible for HCL's 25 largest clients. The GCF is tightly linked to strategic input received from HCL's clients. These inputs included fostering an exchange of ideas and best practices on account management, bringing robust governance into client engagements, and increasing strategic engagements that create opportunity for early adoption of new initiatives and direct mentorship from CIOs and CTOs from HCL's Customer Advisory Council.

Lauding special achievement in business-to-business marketing programs, the ITSMA Marketing Excellence Awards are open to all companies that market and sell technology, telecommunications, or professional services or solutions. The awards program jury, consisting of members of ITSMA's senior executive staff, advisory board and outside industry experts, evaluates organizations on innovation, execution and business results. Now in its fifteenth year, the ITSMA award is a highly-regarded honor for companies that market and sell technology-related services and solutions.

"Receiving two awards from such a prestigious organization and longstanding program affirms the significance of HCL's investment in customer insights and it also validates our commitment to delivering customer-centric marketing services." said Krishnan Chatterjee, Head of Strategic Marketing for HCL Technologies.

"Each year, we receive a wide array of impressive submissions for the thought leadership category, and this year was no exception," said Dave Munn, President and Chief Executive Officer, ITSMA. "HCL's CIO Straight Talk program is truly innovative and demonstrated impressive results in connecting with CIOs, making it a standout initiative."



About ITSMA

ITSMA specializes in helping companies market and sell services and solutions more effectively. We work with the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA annual program clients include business leaders such as AT&T, Cisco, Deloitte, EMC, Fujitsu, Hewlett-Packard, IBM, Microsoft, SAP, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account Based Marketing℠, Brand Positioning, and Solutions Development provide the insight and experience companies need to improve business results. ITSMA is based near Boston, and has offices in London, Mumbai, and Tokyo.
Learn more at www.itsma.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 emergence on global landscape after its IPO in 1999, HCL has focused on 'transformational outsourcing', underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and Business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare & Life sciences. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers its 87,196 transformers to create real value for the customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US$ 4.8 billion, as on September 30th 2013 (on LTM basis). For more information, please 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-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.

Contact Details

HCL America Inc.
Meenakshi Benjwal
meenakshi.benjwal@hcl.com

Matter Communications
Andrea Dunbeck
adunbeck@matternow.com

