

# Research findings

**TECHNOLOGY**  
*that touches **lives***<sup>™</sup>

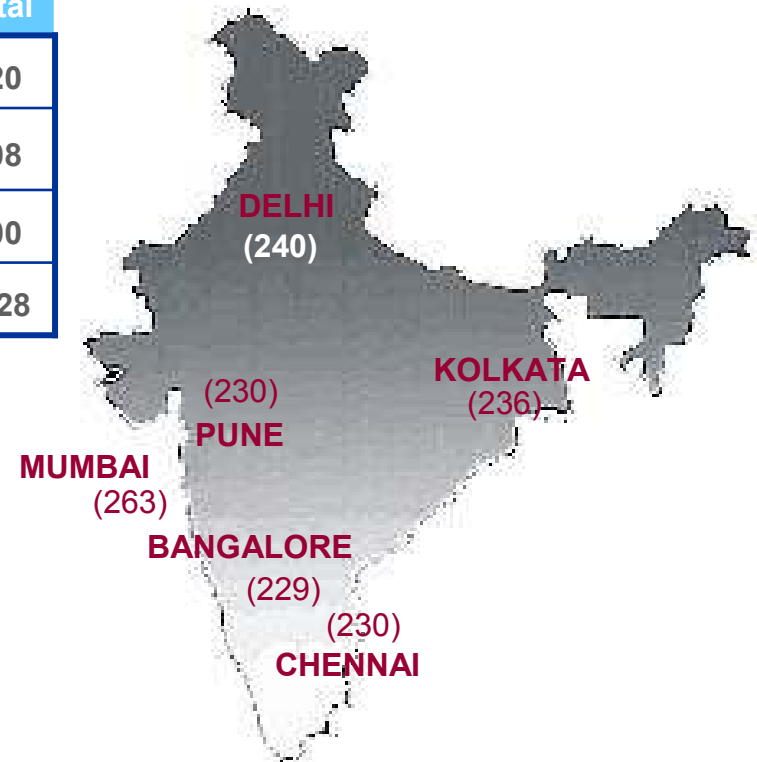
**HCL**

# Market research

Done by IMRB International – India’s premier research agency across 6 cities and more than 1400 respondents

	Del	Mum	Ban	Chn	Kol	Pun	Total
CXO/Invest	40	61	29	30	30	30	220
Potential Emp	100	102	100	100	106	100	608
Home Seg	100	100	100	100	100	100	600
<b>Total</b>	<b>240</b>	<b>263</b>	<b>229</b>	<b>230</b>	<b>236</b>	<b>230</b>	<b>1428</b>

Total Sample covered: 1428



# Spontaneous Awareness – across the 8 rounds of research

■ 1st ■ 2nd ■ 3rd

Research duration	Jul-Aug 05	Feb-Apr06	Nov-Dec 06	June-July 07	JFM-08	July-Aug 08	Nov-Dec '08	Aug-Sep '09
	R I	R II	R III	R IV	R V	R VI	R VII	R VIII
<i>Base:</i>	962	951	967	1468	1422	1422	1425	1428
	%	%	%	%	%	%	(%)	%
Accenture	19	20	17	17	24	18	23	20
Cognizant	15	14	15	19	23	17	18	19
Dell	27	31	23	21	27	25	31	37
<b>HCL</b>	50	53	50	45	58	58	53	62
HP				38	40	49	45	50
Compaq				26	34	29	31	32
IBM				58	81	58	54	60
Lenovo				14	23	24	26	28
Infosys	57	52	57	49	56	45	48	52
Satyam	30	27	31	16	21	23	28	25
TCS	30	34	37	30	37	34	39	37
Wipro	55	56	46	41	47	42	40	48
Zenith	16	21	13	10	10	8	10	8
Microsoft	6	8	6	5	2	14	27	25

**HCL achieves highest figures for Spont awareness ever**

Look at slide 5 for definition of "Spontaneous Awareness"

# Top Of Mind Awareness – across the 8 rounds of research

■ 1st ■ 2nd ■ 3rd

Research duration	Jul-Aug 05	Feb-Apr06	Nov-Dec 06	June-July 07	JFM-08	July-Aug 08	Nov-Dec '08	Aug-Sep '09
	R I	R II	R III	R IV	R V	R VI	RVII	RVIII
<i>Base:</i>	962 (%)	951 (%)	967 (%)	1468 (%)	1422 (%)	1422 (%)	1425 (%)	1428 (%)
Accenture	4	2	6	3	5	2	4	2
Cognizant	2	2	2	3	2	3	2	2
Dell	3	5	5	2	4	3	6	6
<b>HCL</b>	10	13	14	10	19	17	12	16
HP				11	10	13	10	13
Compaq				5	5	4	4	5
IBM				23	17	14	14	14
Lenovo				2	2	4	3	3
Infosys	22	14	17	16	16	13	13	16
Satyam	2	2	3	2	2	2	3	2
TCS	5	6	7	8	7	6	10	6
Wipro	7	9	8	6	7	7	6	6
Zenith	1	3	1	1	-	0	-	0
Microsoft	2	3	2	2	1	3	5	4
Acer					-	2	1	1
LG					1	2	-	1

**HCL regains its top position along with Infosys**

Look at slide 5 for definition of "Top of Mind Awareness"

# Definitions

- “Top Of Mind Awareness” (TOMA) and “Spontaneous Awareness” are ways to measure how well brands rank in the minds of consumers.
  - TOMA represents the percent of respondents who names a brand first of all the brands in that category without prompting, it is the uppermost level of consciousness of the respondents
  - Spontaneous Awareness represents the percentage of people who recall a product or brand without prompting when asked to name brands in that category

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