

## HCL launches “Technology that touches lives” - The sequel

*New Delhi, April 12, 2008:*

Life takes a full circle for an HCL employee. Last year he told the world about HCL’s omnipresence, and now it’s the world’s turn to acknowledge HCL as a leading global technology enterprise. The story of an investment banker discovering HCL and its impact on everyday life is played out in the new commercial. The commercial emphasises the width and depth of HCL’s technology, products, solutions and its ability to touch lives across the globe.

HCL is a pioneer of modern computing, and was the first to kickstart a global brand campaign in April 2005. The latest commercial aims at reinforcing the brand image of HCL as a global enterprise with a strong national foothold, using a 360 degree communication approach comprising electronic, print, online and outdoor media.

*“The creative challenge here was to package so many areas of HCL’s presence and show the same in a humorous and impactful manner retaining the emotional connect.”* said Saurav Adhikari, Corporate VP - Strategy, HCL Technologies. *“Through the new commercial we wanted to reinforce the*



*fact that HCL, via its innovative approach and creative edge has always fashioned technology that improves the quality of people’s lives.”* he added further.

In this commercial, the story begins when an Investment Banker accidentally swaps his jacket with that of an HCL employee at an Airport. From being just one among the crowd to becoming 'The One', the investment banker runs into people from diverse backgrounds, discovering new facets of HCL and the way it has empowered their lives.



Conceived and developed by leading global advertising agency Draft FCB Ulka, the ad showcases HCL's growing presence, be it in small towns or global business destinations.

Commenting on the concept behind the Ad, Mr. Sanjeev Bhargava, COO, Draft FCB Ulka said, *"The tone of this ad highlights HCL's core strength: the combination of over 3 decades of pioneering technology and the freshness of its outlook personified by the young HCL employee. The look and feel of the Ad is youthful and vibrant, thus reiterating the spirit of the organization."*

### About HCL Enterprise

HCL Enterprise is a leading Global Technology and IT Enterprise that comprises two companies listed in India - HCL Technologies Ltd. ([www.hcltech.com](http://www.hcltech.com)) & HCL Infosystems Ltd. ([www.hclinfosystems.in](http://www.hclinfosystems.in)). The 3-decade-old Enterprise, founded in 1976, is one of India's original IT garage start-ups. Its range of offerings spans Product Engineering, Custom & Package Applications, BPO, IT Infrastructure Services, IT Hardware, Systems Integration, and distribution of ICT products. The HCL team comprises over 50,000 professionals of diverse nationalities, who operate from 18 countries including 360 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including leading Technology and IT firms. For more information, please visit [www.hcl.in](http://www.hcl.in)

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