

Brand HCL reinvents itself for the future

- New campaign reflects the brand's focus on new businesses
- A refreshed creative approach elucidates HCL's statement of purpose and its future vision

New Delhi, November 7, 2014: HCL, a \$6.5-billion global enterprise, today launched a new corporate multimedia advertising campaign. The campaign marks a strategic shift from a protagonist-led approach of HCL as a technology conglomerate since 2007 to reflect its new businesses.

Announcing the new campaign, **Sundararajan M, Chief Marketing Officer at HCL** said, "HCL has been focused on technology for the last 38 years. As the group expands its business focus and creates newer business lines, Brand HCL shifts back to its entrepreneurial character that is marked by its ability to constantly challenge the status quo and set new benchmarks of excellence. The new brand campaign is reflective of our statement of purpose and our future vision and brings this alive through vistas of diverse imagery from various parts of India."

Added **Sanjay Tandon, Chief Operating Officer, FCB ULKA, Delhi**, "With the evolution of Brand HCL beyond technology, we decided to bring alive the humane face of HCL through different stories that capture its core philosophy of touching lives through its existing and future businesses. The new campaign illustrates the journey of the brand through real people and emotions. The scale of the campaign that was shot across geographies in India starting from the cold peaks of Manali to the wild rapids in Calicut reflects the vision and the scale of the brand itself."

The new brand campaign will be a complete 360-degree campaign (TV, Print Magazine, Outdoor, Digital) with a mix of static and innovative designs across mediums and strategic locations to create maximum buzz and brand recall.

About HCL

HCL is a business enterprise with presence in the fields of Technology and Healthcare. Founded in 1976 as one of India's original IT garage start-ups, the HCL enterprise currently comprises three companies in India - HCL Technologies, HCL Infosystems and HCL Healthcare with annual revenues of US\$ 6.5 billion and over 95,000 professionals from diverse nationalities operating across 31 countries including over 500 points of presence in India. In the technology space, HCL's offerings span a wide range of software and hardware services and solutions including R&D, Technology Services, Enterprise and Applications Consulting, Remote Infrastructure Management, IT Hardware, Systems Integration, Distribution of Technology and Telecom Products. A new entrant in Healthcare, HCL aims to provide innovative medical services, products and training to meet the growing demand for quality healthcare in India. For further information, visit www.hcl.com

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