

Breaking News

HCL launches new brand campaign Showcases how HCL touches everyday lives

New Delhi, Thursday, May 3rd, 2007 – HCL, a \$ 4 billion Global Technology & IT Enterprise, today launched a new corporate multimedia advertising campaign. The campaign brings alive the impact of HCL's technology, products & solutions on the daily lives of people across the globe.

This is the third in a series of pioneering HCL brand campaigns begun in April 2005; a **first by a Technology & IT company**, as part of HCL's global branding initiative. This initiative aims to unify the global enterprise and connect with stakeholders - customers, employees, investors, media, analysts and key influencers.

*“For over 3 decades, HCL has impacted millions of global customers through its inventive products and solutions. **The campaign illustrates the range and depth of HCL's offerings**, as the brand re-energizes itself to transform and take on the challenges of the future.”* said **Shiv Nadar, Founder HCL**.

A TV commercial sparks off the new campaign, describing how HCL's technology touches lives, through an engaging conversation between two characters.

Ajai Chowdhry, Co-Founder HCL said, *“The tone of this ad and the personality of the hitchhiker, a HCL employee, are both crafted to communicate the young & feisty attitude of the company and its employees. In that, HCL establishes another unique personality trait - **the combination of a 30-year old technology legacy and the freshness of its outlook.**”*



Lights, Camera and Technology

The ad shows a young hitchhiker hitching a ride from an investment banker on a lonely highway stretch. During the ride, the hitchhiker, a HCL employee, realises that the investment banker is unaware of how HCL technology has been touching the lives of people. The hitchhiker points out some of these instances; that it is HCL that links the banker to the Stock Exchange, connects the ATM he draws his cash from, engineers high end technology solutions to make automobiles safer, makes computers more usable for rural India, and provides lifesciences technology solutions to the world.



HCL's messaging remains consistent with its **previous campaign**, maintaining the company's positioning as a technology conglomerate with a deep nationwide and equally strong global footprint. But the ad is treated differently from the earlier campaign. While the earlier ad talked about HCL as a technology heavyweight, the new one takes it one step further, and talks

about how the **company's products and solutions touch people's lives.**

The campaign has been conceived and developed by **FCB Ulka**, a leading global advertising agency.

For more details on HCL's advertising campaign, please visit www.hcl.in/touchtechnology.asp

About HCL Enterprise

HCL Enterprise is a leading Global Technology and IT enterprise with annual revenues of around US \$ 4 billion. The HCL Enterprise comprises two companies listed in India - HCL Technologies Ltd. (www.hcltech.com) & HCL Infosystems Ltd. (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 45,000 professionals of diverse nationalities, who operate from 17 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

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