

**HCL TECHNOLOGIES LTD.**

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[www.hcltech.com](http://www.hcltech.com)

[www.hcl.com](http://www.hcl.com)

September 26, 2022

The General Manager  
**BSE Limited**  
Corporate Relationship Department  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400 001

The Manager  
**National Stock Exchange of India Limited**  
Listing Department  
Exchange Plaza  
5th Floor, Plot No. C-1, Block-G  
Bandra-Kurla Complex, Bandra(E)  
Mumbai-400 051

**BSE Scrip Code: 532281**

**NSE Scrip Code: HCLTECH**

**Subject: Release – “HCLTech launches New Brand Positioning of Supercharging Progress™”**

Dear Sir/ Madam,

Enclosed please find a release on the captioned subject being issued by the Company today.

This is for your information and records.

Thanking you,  
For **HCL Technologies Limited**

**Manish Anand**  
**Company Secretary**

*Encl:a/a*

**HCL**

## HCLTech launches New Brand Positioning of Supercharging Progress™

*New brand positioning underscores HCLTech's commitment to supercharge progress for its clients, its people, communities and planet*

**NOIDA, INDIA and NEW YORK, Sept. 26, 2022:** HCL Technologies (HCLTech), a leading global technology company, today launched its new brand identity and logo, underpinned by the distinct positioning of [Supercharging Progress™](#) that reflects its commitment to clients, its people, communities and the planet.

The company's new '**HCLTech**' brand and logo will be at the heart of its go-to-market strategy and represent its differentiated portfolio of services and products that supercharge digital transformation for enterprises at scale.

As the company nears the \$12 billion revenue mark, **Roshni Nadar Malhotra, Chairperson, HCLTech** described the announcement as an evolution for HCLTech to embrace a distinct global brand identity while retaining connectivity with HCL Group. "For HCLTech, Supercharging Progress is about accelerating the digital transformation for our clients everyday as well as the ethos of the organization to advance the aspirations of our people, contribute to a sustainable planet and uplift local communities across our global footprint."

**C Vijayakumar, CEO & Managing Director, HCLTech** said, "Today, we are proud to share our purpose statement - *to bring together the best of technology and our people to supercharge progress*. Our purpose accelerates our journey to be the digital partner of choice for global enterprises through differentiated services and products and being an employer of choice for top talent. It also underscores our responsibility to continue contributing toward inclusive growth of communities where we operate and a sustainable planet for the generations to come."

Elaborating on the rationale of the new brand positioning, C Vijayakumar added, "Supercharging Progress captures the essence of what we do today and our aspiration of what we want to do more of – at scale, at speed, for our clients, for our people, communities and planet."

The company also launched its new employee value proposition (EVP) – 'Find Your Spark'. Built on the broad tenets of opportunity, respect, and trusted employment, HCLTech's EVP emphasizes its commitment to help both current and prospective employees maximize their career potential and ambitions. The company has also expanded its global CSR partnerships and volunteer-led initiatives to supercharge its efforts across core pillars of education and employment, health, wellbeing and basic needs, and environment.

"Today marks a major milestone in HCLTech's exciting journey as we carve out a distinct brand identity and purpose that will power us – at speed - on this next chapter of our journey," said Jill Kouri, Chief Marketing Officer, HCLTech. "With such a rich heritage, world-class delivery and emphasis on client service, we will always embody a spirit of flexibility and commitment to being a true partner, in the trenches with our clients every step of the way."

HCLTech worked with award-winning agency SomeOne to help create its new brand positioning and identity. Visit <https://www.hcltech.com/supercharging-progress> for more information.

## About HCLTech

HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending June 2022 totaled \$11.8 billion. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com).

## For further details, please contact:

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