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May 31, 2022

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Mumbai-400 051

BSE Scrip Code: 532281

NSE Scrip Code: HCLTECH

Subject: Release – “HCL Technologies Launches X to Power World-Class Digital Engagement for Global Consumer Brands”

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,

Yours faithfully,
For **HCL Technologies Limited**



Manish Anand
Company Secretary

Encl:a/a

HCL

HCL Technologies Launches X to Power World-Class Digital Engagement for Global Consumer Brands

Unified marketing platform drives brand loyalty and improves audience conversions through richer content delivery

NOIDA, India – May 31, 2022 – HCL Technologies (HCL), a leading global technology company, has launched a world-class digital engagement platform, X by HCL Technologies (X), which enables brands to improve consumer loyalty and drive conversions through personalized omnichannel marketing. Research shows only 13% of organizations have a seamlessly integrated marketing and technology stack and brands rely on many different data sources to unlock customer insights. HCL Technologies' X overcomes these challenges by uniting multiple digital touchpoints, including websites, mobile apps and social media feeds, to create a single view of the consumer. This helps marketers access data-driven insights that enable them to optimize the customer experience and unlock the potential of their brand.

Initially created to underpin Manchester United's rapidly expanding digital engagement channels, the award-winning platform is now available to help other global brands drive their own success stories by delivering personalized, timely communications and content. Manchester United's global fanbase has grown with X and the club has experienced a twofold increase in digital engagement with consumers via its website.

Key features and capabilities of the platform include:

- **Publishing:** Multilingual content delivery, rich media management, real-time notifications and communication, automated publishing across devices and social channels and audience search and recommendations help brands increase consumer loyalty, through contextual and localized content.
- **Engagement:** Brands can activate complex, targeted and personalized campaigns in multiple languages to engage and retain consumer audiences, including gamification through polls and quizzes, loyalty and rewards scheme enablement, social engagement, relationship-building and livestreaming.
- **Conversion:** A 360-degree view of the consumer, reduced campaign fragmentation, automated analytics into purchase behavior, measurable KPIs, promotion management and e-commerce integration capabilities enable brands to provide a seamless user experience throughout the customer journey.

"HCL Technologies' X is a one-stop digital engagement and publishing platform for one of the world's biggest sports brands and we're excited to make it available to the wider market," said Ashish Kumar Gupta, Chief Growth Officer, Europe and Africa, Diversified Industries, HCL Technologies. "The core purpose of X is to create the two-way, in-the-moment engagement that amplifies consumers' connection with brands and converts users into advocates. Over the last four years, Manchester United's experience has proven the significant rewards available to organizations that can harness X to drive world-class digital engagement. We look forward to enabling other marketers to use the next-generation capabilities of our platform to improve brand loyalty and optimize revenue growth."

"The ability to create a two-way digital dialogue with our fans is vital to scaling our brand to a wider global audience," said Phil Lynch, Chief Executive Officer of Media, Manchester United. "The platform HCL built for us has proven to be the perfect foundation to enable continued growth, by providing the insights the club and its partners need to deliver meaningful and personalized content that truly engages our fans. The capabilities the platform provides will ensure we are well-equipped to continue creating compelling brand experiences for our fans long into the future."

"Anglo American is committed to driving sustainable change for the communities that host us," said Zaheera Soomar, Global Head of Education, Anglo American. "As part of that goal, we want to ensure all children in our host communities have access to excellent education and training opportunities to reach their true potential. X by HCL Technologies is enabling us to deliver on that promise by creating a world-class student and teacher engagement platform for early years, primary, secondary and post-secondary education in South Africa. This platform has been purpose-built to support students from communities with limited internet connectivity, providing access to more than 2,000 zero-rated and subsidized learning materials and resources. X also enables us to establish a two-way dialogue with those students, bringing us closer to our communities and enabling us to support their education and skills journeys better."

"Digital experiences today are multisensory and context-aware. IDC research finds more than 46% of organizations place customer experience programs as a strategic priority to ensure the business' long-term success. Ultimately, they realize the importance of content in delivering a multi-channel interactive relationship with the consumer," said Marci Maddox, Research Director, Digital Experience Strategies at IDC. "Traditional approaches to content publishing are becoming obsolete as modern engagement platforms offer organizations multiple entry points into strengthening the relationship with their customers and leveraging technology to automate and personalize digital experiences at scale."

About HCL Technologies

HCL Technologies (HCL) empowers global enterprises with technology for the next decade, today. HCL's Mode 1-2-3 strategy, based on its deep-domain industry expertise, customer-centricity and entrepreneurial culture of Ideapreneurship™, enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three business units: IT and Business Services (ITBS), Engineering and R&D Services (ERS) and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in the areas of applications, infrastructure, digital process operations and next generational digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering. P&P provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities and broad global network, HCL delivers holistic services in various industry verticals, categorized as Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences & Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability and education initiatives. For the 12 months ended March 31, 2022, HCL had consolidated revenue of US\$11.48 billion. Its nearly 209,000 ideapreneurs operate out of 52 countries.

For more information, visit www.hcltech.com

Forward-looking Statement

Certain statements in this release are forward-looking statements, which involve a number of risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from those in such forward-looking statements. All statements, other than statements of historical fact are statements that could be deemed forward looking statements, including but not limited to the statements containing the words 'planned', 'expects', 'believes', 'strategy', 'opportunity', 'anticipates', 'hopes' or other similar words. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding impact of pending regulatory proceedings, fluctuations in earnings, our ability to manage growth, intense competition in IT services, Business Process Outsourcing and consulting services including those factors which may affect our cost advantage, wage increases in India, customer acceptances of our services, products and fee structures, our ability to attract and retain highly skilled professionals, our ability to integrate acquired assets in a cost effective and timely manner, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, the success of our brand development efforts, liability for damages on

our service contracts, the success of the companies / entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property, other risks, uncertainties and general economic conditions affecting our industry. There can be no assurance that the forward-looking statements made herein will prove to be accurate, and issuance of such forward looking statements should not be regarded as a representation by the Company or any other person that the objective and plans of the Company will be achieved. All forward-looking statements made herein are based on information presently available to the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

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