



Let's Solve

LTI/SE/STAT/2021-22/121

February 4, 2022

To,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051
NSE Symbol: LTI

The BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001
BSE Scrip Code: 540005

Dear Sir/Madam,

Subject: **Marketing Press Release**

We are sending herewith copy of the Press Release titled "**LTI's Brand Value Crosses \$1 Billion – Ranks among the top 25 most valuable IT services brands globally**", which is self-explanatory.

The same is submitted for public dissemination and for your records.

Thanking You,

Yours sincerely,
For Larsen & Toubro Infotech Limited

Anil Rander
Chief Financial Officer

Encl: As above.

Larsen & Toubro Infotech Ltd.

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A Larsen & Toubro
Group Company



LTI's Brand Value Crosses \$1 Billion

Ranks among the top 25 most valuable IT services brands globally

Mumbai, India - February 4, 2022: Larsen & Toubro Infotech (BSE code: 540005, NSE: [LTI](#)), a global technology consulting and digital solutions company has consolidated its position as one of the fastest-growing IT Services brands of the year, as per the latest report by leading brand valuation and strategy consultancy firm, Brand Finance. LTI has been ranked 22 among the top 25 most valuable IT services brands in the Brand Finance IT Services 25 2022 ranking.

LTI's brand value reached \$1.1 Billion, and its brand strength has increased to 67/100. The report highlights exceptional growth of 83% in LTI's brand value since 2020. The research from Brand Finance noted that LTI has consistently delivered growth year-on-year and shows no signs of slowing down. LTI's brand value is rising quickly within a highly competitive space and the company is fast becoming one of the most exciting brands in the sector.

Sanjay Jalona, CEO and Managing Director, LTI, said, "We are proud and inspired by this recognition from Brand Finance. It is our relentless focus on customer satisfaction that facilitated this exponential growth in LTI's brand value while earning respect and distinction as a world leading IT services brand. We will continue to strengthen brand LTI through our technology expertise, our unique culture beginner's mind, and by being a good neighbor in the communities that we operate in."

David Haigh, Chairman and CEO of Brand Finance, said, "LTI's brand has grown by a phenomenal 83% over the past two years, which is especially impressive given the turbulence in the market due to Covid-19. It is clear that top talent and management is steering the brand to becoming a Tier 1 competitor in the IT Services space. "Let's Solve" is a fresh perspective on the idea of partnership in an ever more intricate and tech-dependent economy. We are excited to see what lies next for the LTI brand."

LTI brand was launched in May 2017, on the heels of LTI going public and since then has made a unique place for itself. Delivering industry-leading growth, speeding, and scaling up innovations, impressive execution of its digital capabilities, and a commitment to stakeholder value creation have made LTI the preferred digital transformation partner for its clients.

Brand Finance is the world's leading brand valuation consultancy, and its annual rankings are considered to be one of the most sought after by corporates. The rankings involve a rigorous process mainly comprising brand loyalty rate and brand strength index. For valuing brand loyalty rate, they conduct a search for comparable license agreements within the industry to determine a suitable royalty rate range, followed by a comparison with margin analysis of firms operating in the industry under consideration. The brand strength index includes evaluating and benchmarking the brand against competitors in its sector. The three key pillars for this evaluation are brand investment, brand equity, and brand performance.

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About LTI:

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 475 clients succeed in a converging world. With operations in 33 countries, we go the extra mile for our clients and accelerate their digital transformation journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 40,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Lntinfotech.com> or follow us at @LTI_Global.

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