



Press Release

For immediate publication

Hexaware launches refocused brand identity

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- 'Your Success is Our Focus' is the new tagline
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Mumbai, India – July 22, 2009: Hexaware Technologies, a leading global provider of IT & BPO services and consulting, today unveiled its new brand identity that focuses on the key value it provides to its stakeholders. The tagline of this brand identity is- 'Your Success is Our Focus'.

Hexaware functions in key domains such as banking, financial services, insurance, travel hospitality, transportation, logistics, manufacturing, healthcare and life sciences. Hexaware has always believed in and is perceived as a Company who has focused on a few areas and has been the best in them. The expertise and its trusted partner approach have been the key ingredients that have ensured success for Hexaware's customers. In a fiercely competitive scenario, the tagline "Your Success is Our Focus" captures this essence and communicates the focus that Hexaware lays on being the trusted partner for its customers.

The contemporary identity was unveiled at Hexaware's Chennai campus in Siruseri. Speaking on the occasion, P. R. Chandrasekar, CEO and Vice Chairman, Hexaware Technologies Ltd. said, "The refocused brand identity succinctly captures the essence of what we at Hexaware firmly believe in. With this launch, we hope to reiterate this message to all stakeholders, be it clients, employees, investors or shareholders. We will strengthen the Hexaware brand as a respected industry leader."

"The brand identity was arrived at, after an extensive research and analysis; the purpose being to encapsulate core benefits that matter the most to our customers," stated Amit Varshneya, Vice President, Marketing, Hexaware Technologies. "The research clearly indicated that customers prefer trusted experts who would partner with them as their vendors over generalists or low cost resources."

The Company is structured along verticals and horizontals that it focuses on. The new brand identity will help the Company communicate its compelling value proposition and competitive edge much more clearly to customers.

Founded in 1990, Hexaware today maintains seven state-of-the-art development centers – four in India and one each in Germany, USA and Mexico, and offices in North America, Europe and Asia Pacific, and employs around 5200 workers globally. Hexaware is a publicly listed company, with its shares being quoted on the Mumbai and National Stock Exchanges in India and as GDRs in London and Luxembourg stock exchanges.

About Hexaware

Hexaware is a leading global provider of IT & BPO services and consulting. The Company focuses on key domains such as Banking, Financial Services, Insurance, Travel, Transportation, Hospitality, Logistics, Manufacturing, Life Sciences and Healthcare. Our business philosophy, "Your Success is Our Focus", is demonstrated through the success we ensure for our clients. Hexaware focuses on delivering business results, and leveraging technology solutions by specializing in Business Intelligence & Analytics, Enterprise Applications, Testing and Legacy Modernization. Founded in 1990, Hexaware has a well-



established global delivery model armed with proven proprietary tools and methodologies, skilled human capital and SEI CMMI-Level 5 certification. For additional information logon to www.hexaware.com

Safe Harbor Statement

Certain statements on this press note concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, 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, liability for damages on our service contracts, the success of the companies in which Hexaware has 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 and general economic conditions affecting our industry.

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