



Adfactors Public Relations  
Knowledge-driven communications

# Hexaware Technologies

Proposal for Public Relations

September 1, 2008

Adfactors PR Pvt. Ltd.



## Objectives

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- To position Hexaware Technologies as the IT outsourcing thought leader in the TTHL [Travel, Transportation, Hospitality & Logistics] & HR-IT [Human Resource-Information Technology] , and ensure visibility in Risk Management, Business Intelligence and Software Testing verticals
- To nurture & enhance the profile of Hexaware Technologies, consistent with its size, stature and performance amongst the media, trade, customers, employees – current and prospective, and potential investors and current shareholders
- Use PR to support the strategic and marketing initiatives of Hexaware Technologies
- To manage customer perception based on achievements and strategic initiatives for sustained growth
- Build consensus among financial media and the investing community about Hexaware Technologies business strategy and future prospects through relevant story pitches
- To help Hexaware Technologies with Talent Lifecycle Management: Retain existing employees & attract new talent by position the company as an innovative and employee-friendly place to work
- To provide crisis advisory and management services as per the requirement of the company



## **Corporate & Technology PR [Scope of work]**

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### **Opportunity Analysis and Consultancy**

- Conduct ongoing research, both internally and externally, to identify communication opportunities and issues
- Provide consultancy on all aspects of Hexaware Technologies' communications needs and all issues that impact corporate reputation
- Develop a PR events calendar of all predictable events which represent PR opportunities

### **Execution**

- Identification of trade, mainline and financial media relevant to the company on a national basis
- Assist in managing one-on-one relationships with all identified media
- Ideation and design of media programmes to support corporate PR objectives
- Assist in developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders, features, etc.
- Assist in managing all media events like press conferences, select briefings and one-on-one meetings
- Assist in disseminating editorial information on a national basis through press releases, etc.
- Continuously monitor the media for placing PR messages in industry stories
- Create a communication calendar based on known internal and external communication opportunities
- Conduct a monthly analysis with company officials to identify topical communication issues and opportunities
- Identify possible speaking engagements in select industry events to raise the profile of Hexaware Technologies' spokespeople
- Assist in managing potential crisis situations

### **Media Monitoring**

- Provide the company with all coverage related to Hexaware Technologies and competitors on related topics like Global Outsourcing, TTHL, HR-IT, Business Intelligence and Software Testing

### **Media Training**

- Provide one round of media training to the identified spokespersons for the company. The training will include
  - Familiarization with how the media works, their expectations, etc.



- How the media reacts to different situations
- Communicating effectively with the media
- Dos and don'ts while communicating with the media

#### **Opinion Research**

- Provide feedback on media perceptions on a half-yearly basis. A dipstick study will be conducted every year amongst business correspondents and analysts based in two to three cities
- The above study can also be deployed amongst potential/existing customers or employees to analyze the success of media activity based on Hexaware Technologies' requirements

#### **Reporting**

- Provide a monthly report of all PR activities conducted and the results
- The evaluation report will provide the achievements of the program vis-à-vis the objectives

#### **Servicing Team**

- The servicing of the account will be led by the Technology Communications Group. Our branch network and representatives in various cities will support the team.

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### **Account Management**

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#### **Reports**

- Daily media monitor on Hexaware Technologies
- Weekly conference calls to discuss work in progress
- Weekly WIP [Work in Progress] reports
- Monthly report of activities
  - Coverage docket of monthly clippings

#### **Reviews**

- Monthly & Quarterly reviews (plan vis-à-vis delivery – and outline of all reactive and proactive initiatives)
- Monthly and Quarterly plan presentations (Outline of all reactive and proactive initiatives)
- Annual Review/plan

#### **Measurement**

- Advertising Value Equivalent [AVE]: Equivalent cost of buying advertisement space devoted to editorial content



- Evaluation Matrix—Share of voice (Optional—Charged on actuals): Can be sourced through Eikona PR Track monitor. This is the most comprehensive and independent analysis of share of voice among the key players in the space. The Evaluation Matrix will monitor:
  - Benchmarking against competition for share of voice
  - Key messages delivery
  - Coverage Tone
  - Analysis by media type (Mainline dailies, Financial dailies, Business Magazines, Trade magazines, Electronic and online media)



## Commercial Terms - Retainership

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- We work on the basis of monthly retainer fees. For the scope of work outlined earlier, we propose a monthly retainer of Rs. 1,75,000 plus applicable tax for India.
- All miscellaneous and incidental expenses related to local communications, conveyance, stationery, photo copying, providing clippings, etc. for conducting the public relations activities will be charged as per actuals.
- The professional fee is payable within seven days of submission of bills. The bills shall be submitted at the end of each month.
- Any printing or production jobs will be charged on the basis of net cost plus 15% agency commission.
- Hotel charges for holding conferences, outstation travel and international calls and faxes, with prior permission in writing, will be charged at actual.
- All billable expenditures will be incurred only with prior approval from Hexaware Technologies.
- Execution of any other projects will be estimated and billed separately.

### Duration and Termination

The agreement will be valid for a period of 12 months effective June 5, 2008. During this period, either party will have the right to terminate the agreement by giving one-month notice in writing. Fees will be re-evaluated at the end of every 12 months.

### NOTICES

Notices under this Agreement may be issued to the following address

To Adfactors: Adfactors PR Pvt. Ltd., Raj Mahal, 4<sup>th</sup> Floor, 84 Veer Nariman Road, Churchgate, Mumbai – 400 020

To Hexaware Technologies Limited: 96-97, Mittal Chambers, Nariman Point, Mumbai – 400 021



## DISPUTE RESOLUTION

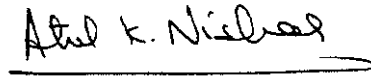
If any disputes or differences shall arise or occur between the First Party and the Second Party in relation to anything or matter arising out of or under this Agreement, the same shall be referred in the first instance for resolution by joint conciliation.

If such disputes or differences are not resolved by such joint conciliation the same shall be referred for resolution by arbitration by an Arbitrator to be appointed in writing by the parties. The arbitration shall be conducted by the presiding Arbitrator at Mumbai in English language in accordance with the provisions of the (Indian) Arbitration and Conciliation Act, 1996, as amended, and the award passed by the presiding Arbitrator in pursuance of such arbitration proceedings shall be final and binding on both the parties. This Agreement shall be governed by the laws of India without regard to its conflict of laws principles.

For Adfactors PR Pvt. Ltd.

  
Madan Bahai  
Managing Director

For Hexaware Technologies

  
Atul Nishar  
Founder & Chairman