



HexCDB



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Facilitate Omni – Channel Sales
for Hotels and Resorts



Introduction

NDC (New Distribution Capability) is a travel industry-supported program (NDC Program) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (NDC Standard).

The NDC Standard will enable the travel industry to transform the way air products are retailed to corporations, leisure and business travelers, by addressing the industry's current distribution limitations:

- Product differentiation and time-to-market
- Access to full and rich air content
- Transparent shopping experience.

Why New: What was happening to old distribution capability?

The current distribution of the airline product via the traditional GDS route lacks rich content, personalized offers and affinity shopping due to the limitations of the old TTY/EDI data exchange models. Due to this distribution model, the airlines had faced limited interactivity with final customers and constraints with ancillaries.

To overcome this difficulty IATA has started this new distribution standard, which will provide the following benefits:

- Travel agents need to have access to the entirety of an airline's offering (as available in airline web sites)
- It is to close the gap between the way an airline and a travel agent sells.
- The NDC program will benefit and give access to new capabilities to all players in the distribution value chain.

HexNDC Engine - Hexaware's New Distribution Capability

Being a strategic partner of IATA, Hexaware has developed a solution using NDC standard to enable seamless transition of airlines from old distribution to new distribution capability.

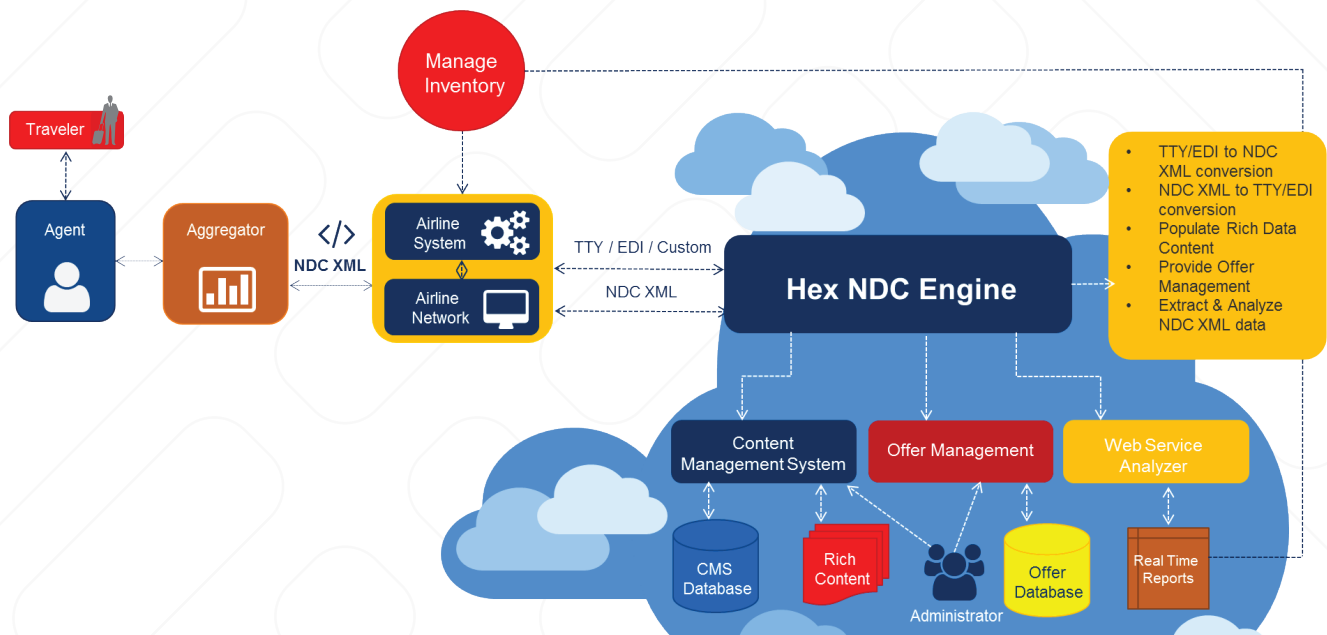
Hexaware, a leading player in travel technology solutions space, is proud to announce HexNDC - our new offering:

Why HexNDC Engine?

- Minimal Impact to the existing Airline System
- Messaging with the outside world still via the existing Airline Network. No new setups for existing outside world of Airline System
- Offer Management
 - Outside the current Airline system.
 - Can be updated dynamically and made available in real time
- Transparent Middleware
 - Easy updates for new messages OR changes to any existing messages
- Real time data analysis
- No sensitive data will be maintained/stored
- Easy integration with HexEMD (electronic miscellaneous solution) for maintenance of ancillaries



HexNDC Engine - Pictorial Depiction



Benefits of HexNDC Engine



Increase in ancillary revenue opportunities pre-flight by 50-70%



New generation solution for faster time-to-market



Easy integration of the Content Management System



Complete control of inventory and price reside with the airline with admin privileges



Greater view of customer preferences due to in-built analytics



Increase in direct sales thereby reducing the Commission to be paid to GDS



Hexaware's Airlines Offerings Palate:



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <http://www.hexaware.com>

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Safe Harbor Statement

Certain statements in this press release 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