



Press Release

Hexaware Technologies Announced as a Winner of 2019 ITSMA Marketing Excellence Award

Hexaware Technologies is honored at ITSMA's annual awards program, which recognizes marketing innovation and impact with B2B services and solutions

Mumbai, 15 November 2019: ITSMA, the leading source for B2B marketers in the connected economy, celebrated Hexaware Technologies Ltd as one of the 21 winners of its 2019 Marketing Excellence Awards during its Annual Conference: Marketing Vision 2019, in Cambridge, Massachusetts.

"Amid the challenges of increased competition and market disruption, this year's award winners demonstrate standout performance in the aspects of strategic marketing that matter most: Driving growth, building competitive advantage, and repositioning for long-term success," said **Dave Munn, President and CEO of ITSMA**. "From account-based marketing and executive engagement to sales acceleration and customer success, the 2019 winners highlight the true potential of marketing leadership and execution."

The 2019 Marketing Excellence Awards focused on seven critical aspects of marketing for B2B services and solutions: Account-Based Marketing, Brand & Reputation, Customer Success, Driving Strategic Growth, Marketing Personalization, Sales Enablement, and Thought Leadership.

The jury, an international group of marketing executives and experts, selected the winners based on excellence in innovation, program execution, and business results.

Hexaware Technologies was named a Gold winner in the Personalizing Marketing with Digital Tools, Data, and Approaches category.

Aparna Jiram, Senior Vice President & Head of Marketing, Hexaware Technologies Ltd, said, "This recognition is a testament to our effort in making personalization the bedrock of our marketing strategy. We endeavour to understand the digital footprint of our visitors and leverage the engagement to provide meaningful experiences. The intent is to cater to their needs efficiently and effectively. On our journey so far, we have been able to validate our belief that a holistic engagement leads to greater conversions and enables delivery of powerful experiences that are transparent, authentic and personal".

For more information about the award winners, visit itsma.com/2019-mea-winners/

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 by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution



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model, built around the strategy— ‘Automate Everything, Cloudify Everything, Transform Customer Experiences.’

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run Cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

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>

About ITSMA

For more than 25 years, ITSMA has led the way in defining, building, and inspiring B2B marketing excellence. With a dedicated focus on services and solutions for the connected economy, we provide our member community with insight, advice, and hands-on help to strengthen reputation, increase revenue, and deepen customer relationships. Learn more at <https://www.itsma.com/>

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 industry.

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