

Growth Strategy

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Growth Agenda

💡 ↑ **B Pipeline**
✍️ **B Booking**
🔗 **By Dec 2027**
🌐 **Across Geos**

30% Win Ratio Target

Improve proposal-to-close win rate through tighter qualification, earlier pursuit shaping, and dedicated pursuit teams

Deals over 100 M

Identify and aggressively pursue large-deal pipeline

New Demand Gen Team

Stand up a Demand Generation team to run outbound prospecting, ABM campaigns, and digital-first lead generation

Stronger Hunting Team

Each region will hire additional hunters in H2 2026. Focus on vertical-aligned hunters

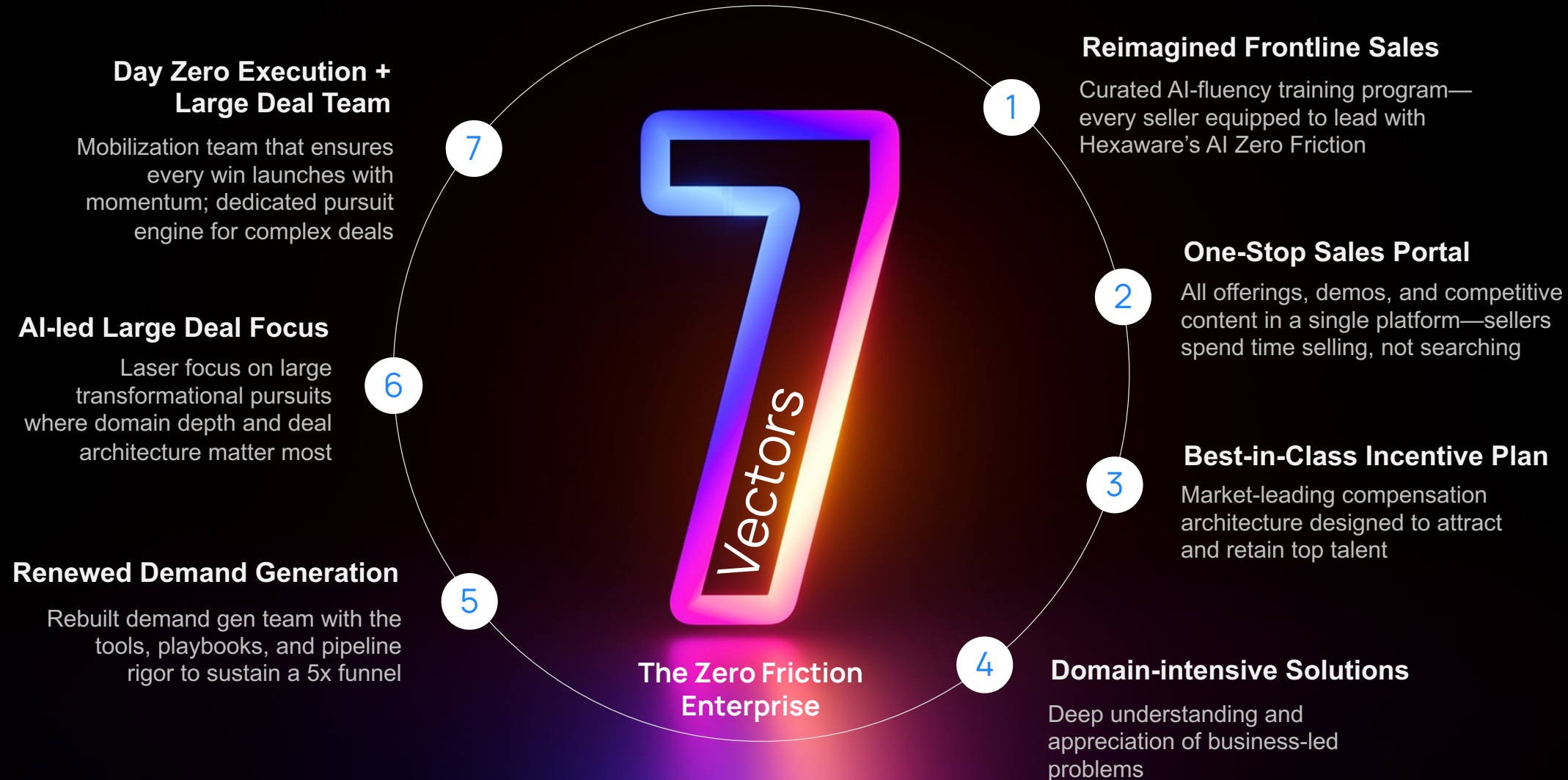
Sales Portal

Deploy an iPad-ready Sales Portal (Project Nexus) with demo suite, vertical playbooks, and pricing configurator

Establish Large Deals Team

Create a dedicated large deal-pursuit team to handle deals >\$50 M TCV with the rigor, intent, and agility

Seven Vectors of Growth Acceleration



Resilient Demand Generation Engine

Centralized demand generation team combined with digital marketing will contribute to 40% of qualified pipeline

ALWAYS ON

24/7 Team

Outbound sequences, intent-data triggers, and LinkedIn-based outreach running 24/7 to target the right audience with intent and purpose

EXPAND ON STRENGTHS

Domain-intensive Forum Activation

Using our deep AI and domain wedge to create new market dimensions

MAXIMIZE OUTREACH

Advisor and Partner Ecosystem

Work with industry leaders and niche advisors/tech partners to tap into majority of qualified deals

FOCUSED TARGETS

Targeted Outreach

Leverage our collective networks, early renewal customers, and targeted campaigns for targeted prospects



Arming the Frontline to Lead with AI



AI Fluency Program

Every salesperson trained on Hexaware's AI portfolio—from pitch to proof of concept



Sales Portal

One place for all offerings, demos, case studies, and competitive intel



Dedicated FDEs

Dedicated solution and FDE team for rapid prototyping and business vibing



AI Pricing

Newly accredited pricing model for digital twin, bundled token economics optimization, and enhanced currency for domain/solution FDEs

We are establishing the framework to win the Talent War that will enable us to win the Market War

Recruit → Enable → Retain → Win

HEXAWARE

Thank you!

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