



Date: 11<sup>th</sup> August, 2020

To,  
The Manager Listing,  
**Bombay Stock Exchange Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Fort,  
Mumbai – 400 023

To,  
The Manager Listing,  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra-Kurla Complex  
Bandra (E), Mumbai - 400 051

**Subject: Press Release - Hexaware and Freshworks Form Strategic Partnership to Transform Customer and Employee Engagement**

Dear Sir / Madam,

Please find enclosed Press Release regarding Hexaware and Freshworks Form Strategic Partnership to Transform Customer and Employee Engagement.

This is also being made available at the website of the Company i.e [www.hexaware.com](http://www.hexaware.com)

Thanking you,

Yours faithfully,

For **Hexaware Technologies Limited**

**Gunjan Methi**

**Company Secretary**

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HEXAWARE TECHNOLOGIES LTD.

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Press Release

## Hexaware and Freshworks Form Strategic Partnership to Transform Customer and Employee Engagement

*Digitally native solutions to provide reduction in total costs while improving customer support response and resolution time*

**San Mateo, US and Mumbai, India – Aug 11th, 2020** – [Hexaware Technologies Limited](#) a leading global IT consulting & digital solutions provider and [Freshworks Inc.](#), a customer engagement software company, have announced a global strategic partnership where Hexaware will make use of Freshworks' customer and employee engagement software to build digital solutions for its customers. Hexaware has been on the forefront of digital transformation and cloud revolution and Freshworks with its software has been making it easy for teams to acquire, close, and keep their customers for life. The partnership will help businesses elevate customer and employee experiences by building solutions that provide quicker response and resolution to internal and external requests.

More than ever, businesses require digital solutions to better engage with their customers. Hexaware's time-tested delivery and execution model combined with Freshworks' easy to implement products, provide joint customers with powerful customer engagement solutions that provide quick return on investment and value — critical for continued success now and into the future.

“A [recent Forrester study](#) showed that Freshworks' Freshdesk Omnichannel customers, on an average, pay off their investment in less than 3 months,” said **Anand Venkatraman, VP of Global Partnerships at Freshworks**. “Hexaware's expertise in the cloud space and prowess in implementing automations will increase value for our joint customers who are looking to leverage our AI-engine Freddy's AI/ML capabilities to deliver faster responses.”

Together, Hexaware and Freshworks are offering an exclusive launch package for digitally native businesses. The demand for such solutions is increasing, according to new data from Sensor Tower, the [global app market is increasing 20-30%](#) in the first half of 2020 valued at \$50 billion. With COVID-19, companies are looking for new digital ways to serve their customers. As such, businesses are looking to leverage new technologies that can help scale customer engagement efforts quickly and efficiently. The [Forrester Total Economic Impact™ Study](#) shows that Freshworks software can provide huge gains with significant reduction in total operating cost and improved response and resolution times.

“Hexaware has embarked on a 'Touchless, Immersive Customer Experience' journey, inspired by the current environment. Our partnership with Freshworks complements this strategic vision and



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supports a quicker revenue realization by our clients and their end users”, said **Pranav Rai, VP of Solutions & Practice, Hexaware BPS.**

### **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 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, Hi-Tech & 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 Freshworks**

Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360-degree view of the customer, are ready to go, easy to use and offer quick return on investment. Headquartered in San Mateo, California, Freshworks’ 3,000+ team members work in offices throughout the world. For more information visit [www.freshworks.com](http://www.freshworks.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



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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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