

HEXT/SE/2025/63

**Date: May 28, 2025**

**To,  
Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051  
Symbol: HEXT**

**To,  
Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001  
Scrip Code: 544362**

Dear Sir,

Sub: Press Release

Please find enclosed Press Release on **Hexaware Wins Brand of the Year Awards 2025 for Strategic Growth and Innovation**

This information will also be hosted on the Company's website at [www.hexaware.com](http://www.hexaware.com)

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For **HEXAWARE TECHNOLOGIES LIMITED**

**Gunjan Methi  
Company Secretary**

**HEXAWARE TECHNOLOGIES LIMITED**

Regd. Office: Bldg. No. 152, Millennium Business Park, Sector – III, 'A' Block, TTC Industrial Area,  
Mahape, Navi Mumbai - 400 710 (INDIA) | Tel: +91 022 3326 8585 | Email: [investori@hexaware.com](mailto:investori@hexaware.com)  
CIN: L72900MH1992PLC069662 | URL: [www.hexaware.com](http://www.hexaware.com)



## Hexaware Wins Brand of the Year Awards 2025 for Strategic Growth and Innovation

**Mumbai, India, 28 May 2025:** Hexaware Technologies [NSE: HEXT], a global provider of IT and digital solutions, has been recognized as a winner at the Brand of the Year Awards 2025, which celebrates brands that have achieved outstanding success through effective strategies, product innovation, and increased market share in the last financial year.

Brand Advertising Research & Consulting Pvt. Ltd. (BARC) Asia, a leading multi-brand consultancy firm, selects winners through an extensive three-phase research process. The first phase involves secondary research analyzing industry reports and market surveys to shortlist 500 brands. The second phase involves a primary survey conducted among target audiences, evaluating brands on trust, image, sustainability, goodwill, positioning, recall, growth, reach, and innovation. In the final phase, an expert jury analyzes all findings and scores brands to determine the final awardees.

Hexaware successfully emerged among the winners, recognized specifically for its ability to quickly adapt to changing market conditions and achieve bold growth through clear strategies.

**R Srikrishna, CEO and Executive Director, Hexaware**, commented on the recognition: *"This award highlights our commitment to tangible results, delivering consistently and adapting effectively. It's proof that our actions align with our promises, and our stakeholders clearly recognize and appreciate that."*

**Nidhi Alexander, Chief Marketing Officer, Hexaware**, added: *"We have consciously kept our message direct and authentic, ensuring alignment between what we say and how we perform. Receiving this award validates our clarity-driven approach, reinforcing that meaningful brands are built from consistent and genuine communication."*

Hexaware and fellow winners were felicitated at the Great Gather Goa Summit 2025, scheduled for May 25, 2025, at the Hilton Hotel in Goa. The summit gathers prominent leaders, entrepreneurs, policymakers, and industry experts to celebrate achievements and explore insights on the theme "Achiever's Mindset—The Untold Bit."

**Saimik Sen, Editor-in-Chief, Herald Global & BARC Asia**, said, "My heartiest congratulations to Hexaware Technologies on being selected as the "Brand of the Year" at the Great Gather Goa Summit. Hexaware has been selected for redefining benchmarks in its category and maintaining legacy and sustainability in the market."

### About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With offices across the world, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

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

### For details, please contact:

Reena Kamble

Hexaware Technologies Limited

[reenak3@hexaware.com](mailto:reenak3@hexaware.com)