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Capgemini India launches employee centric brand campaign

*Unveils the new - "Be the **YOU** want to be" campaign with real life stories*

India / Mumbai, April 03, 2013: Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services with over 40,000 employees in India, today announced the launch of its new brand campaign - 'Be the **YOU** want to be', showcasing employees as part of real-life stories/challenges. The campaign aims at promoting Capgemini as a preferred career destination, by highlighting real stories of Capgemini team members – their experiences, challenges and other key elements that have helped them develop as a person and as a successful technology professional.

Campaign is developing 9 key objectives, which will be used in a series of advertisements. These directions work in harmony with a Capgemini story or challenge. In this way, the company is providing prospective employees with an aspirational and real picture of what their professional life could be if they pursue a career at Capgemini.

External audiences will be connected through emerging and existing available platforms such as mobile, print, online advertising and outdoor billboards. Social media will be at the heart of the campaign and used to engage prospective employees. Outdoor advertising will be seen in key metros and cities such as Mumbai, Kolkata, Trichy, Salem and Thiruvananthapuram.

Commenting on the launch of campaign, **Rajesh Chandiramani, Senior Vice President – Marketing & Sales, Capgemini India** said: "The new campaign brings out real life stories of our employees, who have overcome personal and professional challenges, which are typically faced by technology practitioners. Through this initiative, we want to communicate to aspiring audiences on how Capgemini is offering the desired environment for professional growth."

The Capgemini brand in India has seen a steady growth over recent years in line with the development of the company presence. Human-centered communication started with "People matter, results count" campaign at the end of 2010 until the "We are the ones" and Experts Connect campaigns in 2011-2012. The new campaign "Be the **YOU** want to be" - is fully in line with the multiple aspirations of young IT professionals in India and aims to add to the positive growth story of the brand.

About Capgemini India

Capgemini in India is around 40,000 people strong across 9 cities (Mumbai, Delhi, Bangalore, Hyderabad, Pune, Kolkata and Chennai - Trichy and Salem). A pioneer in the IT industry, Capgemini has over 45 years of global expertise collaborating with leading corporations and now brings the Consulting, Technology and Outsourcing experience to India. With dedicated teams to service the local markets, Capgemini has strong domain experience to assist clients across the Government and Public Sector, Energy and Utilities, Manufacturing, Telecom and Financial Services sectors and help them advance in their respective industries.

Please visit www.in.capgemini.com for more details.

About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at www.capgemini.com.

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