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Capgemini crosses the landmark of 5,000 employees in India and launches first ever advertising campaign in the country

Paris, Mumbai, August 9, 2006 - Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, is launching today its first ever advertising campaign in India around its Collaborative Business Experience label. This investment makes Capgemini the first European advertiser in India in its industry and one of top 3 B2B advertisers in the country.

This global communications campaign, created by Euro RSCG, was launched in North America (USA and Canada) in June. It will run in India as of August and during three months, then in Europe (France, Netherlands, Germany, United Kingdom...) as of September. It portrays a series of landscape shots taken by the renowned American photographer Stephen Wilkes.

The campaign has a twofold objective in India: to increase brand awareness, with major appearances in the most important Indian media (press, internet and outdoor, in airports), and to underpin the recruitment of several thousand new hires with an extensive complementary below-the-line advertising.

In order to maximize business growth in India, the Group, which currently employs over 5,000 people in India, is aiming for a headcount of 6,000 by the end of 2006 and 10,000 in 2007. Its centers, currently in Mumbai, Bangalore and Kolkata, are devoted to outsourcing and technology services. They are the cornerstone of the Group's Rightshore™ strategy which aims to offer clients the right resources, at the right location, at reduced cost.

Philippe Grangeon, Group Communications Director, says: "Through this large-scale communications campaign, we want to promote what makes the Group's strength and differentiation: 'Collaboration'. The word 'Together' is what best qualifies our relationship with clients and amongst ourselves within the Group".

"With this campaign we are acknowledging the significant contribution of each of the 'Capgeminians' to the successful growth of the Indian operations", says Baru Rao, Head of Capgemini in India. "We believe each one of them is a true brand ambassador of our values to attract and retain the best in the industry.

Paul Hermelin, Chief Executive Officer of the Group, underlines that "this significant investment perfectly reflects India's key role in the growth of Capgemini, the first European company to have taken the offshore route. The development of the Group's business in India is the proof that we can succeed in a different way in this country, by proposing a unique and efficient collaborative way of working to our clients and to our employees."

About the Capgemini Group

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience. Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6,954 million euros.