



For Immediate Release

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## SAPIENT EXTENDS MARKETING SERVICES TO INDIA

*Expansion Builds on 10-Year Track Record of Technology Leadership in India;  
Results of CMO Survey Conducted by Sapient and IMA India Released at Industry  
Roundtable*

**New Delhi—September 17, 2009—**[Sapient](#) (NASDAQ: SAPE) today announced that it is extending its comprehensive suite of marketing services to India. The company has been operating in India for more than a decade and is recognized for its deep technology expertise and collaborative, client-centric culture. This expansion reflects the growing demand from both Indian and multinational corporations wanting to leverage technology in innovative ways to create more holistic and profitable brand experiences that succeed in today's consumer-driven market. With more than 4,000 people working in its three offices across India, Sapient offers its clients a combination of unsurpassed technology capabilities, sophisticated brand strategy and creative design expertise.

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Sapient recently partnered with the IMA India, a research firm that provides corporations with proprietary research on market and economic issues, to conduct a survey with chief marketing officers at 52 Indian and multinational corporations. Sapient and the IMA released the findings of the survey in a new whitepaper, "Digital Marketing: A CMO Perspective," presented at a CMO roundtable co-hosted by both organizations in Mumbai, India. The survey revealed that the top priorities for CMOs include the changing media consumption patterns of consumers and the increasing shift towards digital marketing, underscoring the significance of India as a key emerging market for Sapient's marketing services. The interactive market in India is estimated at US \$150 million and is predicted to grow at approximately 45-50 percent year-over-year.

Karandeep Singh, Managing Director-Sapient India said, "India has played a key role in Sapient's continued growth and success, and our technology leadership here—combined with world-class marketing capabilities—creates a critical differentiator in our marketing offering in India. With over 40,000 advertisers seeking to target Indian internet users, we are eager to bring our thought leadership in multi-channel marketing and commerce to India."

Sapient's announcement that it will extend its marketing services to India follows its strategic acquisition in July 2009 of the Nitro Group—a prominent independent advertising agency that services a client roster of global industry leaders. With the acquisition, Sapient has expanded its presence in London and New York and established operations in Shanghai and Melbourne. The acquisition represented a pioneering move in the advertising industry, as it marked the first time a digitally led firm acquired a traditional agency.



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“With technology continuously making deeper inroads into people’s lives, it is inevitable that digital media will take a larger piece of the marketing pie,” added Gaston Legorburu, Executive Director and Worldwide Creative Officer. “Our conversations with leading CMOs in India revealed that they are increasingly thinking digital; however most are still grappling with how to effectively incorporate digital media into their overall marketing strategy. Sapient’s expertise tying all the pieces together—brand strategy, advertising, multi-channel commerce, marketing technology and social media—helps marketers navigate effectively through the constantly evolving marketing landscape.”

### About Sapient

Sapient is a global services company that helps clients compete, evolve and grow in an increasingly complex marketplace. Sapient’s offerings include a strategy-led [marketing services group](#) that—through its best-of-breed digital marketing services and world-class traditional advertising and brand strategy—is enabling leading brands to create immersive consumer experiences through multi-channel marketing and multi-channel commerce. In addition, Sapient’s [business and technology services](#) offering provides a broad range of services that enable companies to optimize their business processes, drive efficiencies and achieve greater profit growth.

Sapient’s passion for client success—evidenced by its ability to foster collaboration, drive innovation and solve challenging problems—is the subject of case studies on leadership and organizational behavior used by MBA students at both Harvard and Yale. Headquartered in Boston, Sapient operates across North America, Europe, Asia and Australia. For more information, please visit [www.sapient.com](http://www.sapient.com).

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