



EXL unveils 'Go Beyond.' brand launch reflecting a 27-year track record of breakthrough transformation for clients

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New brand captures EXL's innovation and differentiated approach, combining data and AI, industry context and trusted execution to drive measurable outcomes

NEW YORK, Sept. 09, 2026 (GLOBE NEWSWIRE) -- [EXL](#) [NASDAQ: EXLS], a global data and AI company, marked its 20th year as a publicly listed company with the launch of its new brand: 'Go Beyond,' reflecting the differentiated position EXL has built at the intersection of data, AI, industry context and enterprise execution. In celebration of the milestone, EXL leadership rang the opening bell at Nasdaq, ushering in a new era of innovation and value creation for its clients.

"'Go Beyond.' is more than a tagline, it's the standard we hold ourselves to every day," said Rohit Kapoor, chairman and chief executive officer, EXL. "Our clients come to us to fundamentally reimagine how their enterprises operate. With AI transforming every industry, we've built something rare; a company with domain depth to know what questions to ask and data and AI capabilities to answer them at scale."

EXL's brand refresh reflects the company's purpose "we find a better way" and its commitment to continuous reinvention and growth, underscoring a history of anticipating market shifts and leading industry transformation. From its early move into data and analytics in 2006 to its August 2026 [acquisition of iMerit](#), which expanded its capabilities in advanced AI model training and frontier AI development, EXL has consistently pushed beyond traditional industry boundaries to deliver innovation and create new sources of value for clients. Today, more than 60% of the company's revenues are data and AI-led, and EXL continues to achieve market-leading growth.

"For 27 years, EXL has been built on a simple idea: We find a better way," said Shirley Macbeth, chief marketing officer of EXL. "'Go Beyond.' is the brand that captures that. It's an invitation to our clients and employees to push the boundaries of what's possible and a reflection of the company EXL has become, a global data and AI leader that combines deep domain and context expertise with trusted execution to drive outcomes that matter."

[Learn more about EXL's transformation and the 'Go Beyond.' brand in action.](#)

About EXL

EXL (NASDAQ: EXLS) is a global data and AI company that offers services and solutions to reinvent client business models, drive better outcomes and unlock growth with speed. EXL propels enterprises to go beyond AI ambition to impact by combining the power of data, AI, and deep industry context with trusted execution. Our clients include the world's leading corporations across insurance, healthcare, banking and capital markets, retail, communications and media, and energy and infrastructure, among others. EXL was founded in 1999 with the core values of innovation, collaboration, excellence, integrity and respect. We are headquartered in New York and have approximately 68,000 employees spanning six continents. For more information, visit <http://www.exlservice.com>.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. You should not place undue reliance on those statements because they are subject to numerous uncertainties and factors relating to EXL's operations and business environment, all of which are difficult to predict and many of which are beyond EXL's control. Forward-looking statements include information concerning EXL's possible or assumed future results of operations, including descriptions of its business strategy. These statements may include words such as "may," "will," "should," "believe," "expect," "anticipate," "intend," "plan," "estimate" or similar expressions. These statements are based on assumptions that we have made in light of management's experience in the industry as well as its perceptions of historical trends, current conditions, expected future developments and other factors it believes are appropriate under the circumstances. You should understand that these statements are not guarantees of performance or results. They involve known and unknown risks, uncertainties and assumptions. Although EXL believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect EXL's actual financial results or results of operations and could cause actual results to differ materially from those in the forward-looking statements. These factors, which include our ability to maintain and grow client demand, our ability to hire and retain sufficiently trained employees, and our ability to accurately estimate and/or manage costs, rising interest rates, rising inflation and recessionary economic trends, are discussed in more detail in EXL's filings with the Securities and Exchange Commission, including EXL's Annual Report on Form 10-K. You should keep in mind that any forward-looking statement made herein, or elsewhere, speaks only as of the date on which it is made. New risks and uncertainties come up from time to time, and it is impossible to predict these events or how they may affect EXL. EXL has no obligation to update any forward-looking statements after the date hereof, except as required by federal securities laws.

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Introducing EXL's new brand for an AI-driven era: Go Beyond.

EXL

Go Beyond.

EXL unveils 'Go Beyond.' brand launch, reflecting a 27-year track record of breakthrough transformation for clients. Beyond disconnected data. Beyond foundational models. Beyond pilots. EXL helps organizations turn AI ambition into measurable impact by combining AI, context, and trusted execution at speed and scale.

EXL leadership rang the opening bell at Nasdaq



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Photos accompanying this announcement are available at:

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