

Date: 17th December, 2014

To

The Manager
Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

The Manager, Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No: C/1, G
Block, Bandra - Kurla Complex, Bandra (E),
Mumbai – 51

FAX NO. : 022 2272 2037/39/41/61
Scrip Code : 532755

FAX NO. : 022 26598237/38
NSE Symbol : TECHM

Dear Sir(s)

Sub.: Intimation.

Ref.: Tech Mahindra Aims to Achieve Leadership in Automotive Aftermarket Sector.

Please find enclosed the press release being issued by the Company, for your kind information and records.

Please acknowledge receipt of the same.

Thanking you

For Tech Mahindra Limited


G. Jayaraman
Company Secretary

Encl.: As above.



Press Release

Tech Mahindra Aims to Achieve Leadership in Automotive Aftermarket Sector

Launches a platform solution which would transform existing cars to smart and connected devices

Germany – December 17, 2014 – Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering today announced the launch of Automotive Aftermarket Suite. It enables Tech Mahindra to offer innovative solutions in the space of Telematics, sensor-based predictive maintenance, for thousands of cars on the road worldwide.

The **Automotive Aftermarket Suite** is one-of-the first platform solutions in the Aftermarket space. Tech Mahindra plans to provide this solution as a managed service to OEM's, Importers, Dealer Networks.

The **Automotive Aftermarket Suite** currently has several compelling features for the individual owner as well as fleet operator such as:

- Real-time transparency to the vehicle owner on vehicle health status
- Integrated process for predictive maintenance and pro-active service appointment
- A dedicated portal used by the dealer with all vehicle activities, warnings, faults and service history

"Our Aftermarket suite has several unique features that help address gaps in reaching out effectively to the Aftermarket sector. This solution provides a way for the OEM's, Dealers and other players to establish a strong "Connect" with their end customers. The solution is feature rich and scalable and demonstrates the Thought Leadership as well as deep experience of technology in automotive space," said Alope Palsikar, Global Head - Manufacturing Vertical, Tech Mahindra.



A leading Analyst from **Forrester Research, Inc.** commented on the Tech Mahindra's After Market Solution in the October 2014 report entitled "Brief: Embedded Systems Close The Experience Gap In Connected Cars": *"CIO's need to extend their focus to Aftermarket Business ... CIO's now have the opportunity to help their businesses close the engagement gap by adopting solutions such as Tech Mahindra's."*

"This is a platform offering that truly demonstrates the end to end nature of the Connected World and Connected Solutions theme combining our capabilities in Product Engineering Enterprise Mobility, Infrastructure hosting, BI and Analytics and underscores our leadership in Automotive and Telecom verticals," said Karthikeyan **Natarajan, Global Head – Integrated Engineering Services, Tech Mahindra.**

Tech Mahindra plans to launch this Platform solution in Europe and US Markets initially and would gradually expand to other geographies. **Automotive Aftermarket Suite** was also showcased at Automechanika, Frankfurt earlier in the year.

Tech Mahindra's Automotive Engineering practice has been providing a broad range of engineering services and solutions to the global automotive industry for over 15 years. We have partnered with several major original equipment manufacturers (OEMs) and Tier 1 suppliers across the globe on various programs ranging from Body Engineering, safety, infotainment to electronics and more. Our significant experience in the automotive industry means that we are attuned to the challenges that the industry is facing and how we can use technology to address them.

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About Tech Mahindra

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.4 billion company with 95,300+ professionals across 51 countries. We provide services to 649 global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

We are part of the USD 16.5 billion Mahindra Group which provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic



growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

Connect with us on www.techmahindra.com

For Further Queries:

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Disclaimer

Certain statements in this release concerning the future prospects of Tech Mahindra Limited ("the Company" or "TechM") are forward-looking statements. These statements by their nature involve risks and uncertainties that could cause Company's actual results differ materially from such forward looking statements. The Company, from time to time, makes written and oral forward-looking statements based on information available with the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

