

Date: 24th February, 2015

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),
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Scrip Code : 532755

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

Dear Sir(s)

Sub.: Intimation.

Ref.: IBM and Tech Mahindra Join Hands to Accelerate Global Hybrid Cloud Adoption.

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.



IBM and Tech Mahindra Join Hands to Accelerate Global Hybrid Cloud Adoption
Tech Mahindra to train 5,000 developers on Bluemix, IBM's Digital Innovation Platform

Bangalore, India – February 24, 2015 – IBM (NYSE: IBM) today announced it has signed a strategic teaming agreement with Tech Mahindra, a specialist in digital transformation, consulting and business re-engineering with \$3.5 billion in revenue and over 670 clients across 51 countries.

IBM will work with Tech Mahindra to build a platform for the development of cloud-based apps for its clients on Bluemix Dedicated, a single-tenant version of Bluemix. Bluemix runs on SoftLayer cloud infrastructure and combines the strength of IBM's middleware software with tools from IBM's partner ecosystem to offer DevOps in the cloud. With access to services and APIs from across the tech industry – including tools in categories such as Watson, open source and third-party tools including services for social, mobile, security and the Internet of Things – Bluemix helps developers speed application deployment from months to minutes.

Through this alliance, IBM will provide an open, flexible cloud environment to enable Tech Mahindra's developers to build cloud-native and cloud enabled applications with a scalable model. Tech Mahindra will train 5,000 of its own developers on how to build advanced apps on Bluemix for the hybrid cloud, a combination of public, private and on premise environments that link systems of record such as core banking and accounting systems with systems of engagement, such as mobile, situational and social apps.

The engagement will help Tech Mahindra build a skilled workforce who can work on services across a wide range of services including Cloud Migration Services, DevOps and Internet of Things. Tech Mahindra will now be able to develop applications for predictive analytics and that also draw on data from the Internet of Things (IoT) for clients in the automotive and manufacturing industry.

"Many of our clients are increasingly looking to tap into the power of the cloud for its benefits in fostering greater efficiency, innovation, speed and collaboration," said Raju Wadalkar, Chief Technology Officer (Communications Group), Tech Mahindra. "However, a large number of these companies are taking cautious steps towards cloud adoption due to performance, security, data sovereignty and other concerns. The hybrid approach of IBM Cloud and Bluemix will help us to bridge this gap, giving our clients greater flexibility and control of their data as they design and adopt cloud strategies."

Bluemix Dedicated runs on private, dedicated servers and hardware in an organization's preferred IBM cloud center – a network which span over 40 regions across the globe. This approach will not only allows Tech Mahindra to consistently achieve high network performance but will also enable its developers to build and deliver cloud-based solutions to their customer base while maintaining maximum control over where client data resides.

"Developers today are the kingmakers of the cloud," said Mukul Mathur, Vice President, Global Business Partners and CSI, IBM. "Over the next five years, the number of worldwide developers is expected to grow exponentially, and they must be equipped with the right tools to build the cloud-based apps that different industries and companies will be demanding. Our relationship with Tech Mahindra and its 5,000 developers is a significant step in this direction, as we help to train innovators globally for the era of hybrid cloud."

Tech Mahindra Harnesses IBM Cloud to Bring DevOps, IoT to Indian and Global Clients

Tech Mahindra will primarily focus on tapping the growing roster of services and tools on Bluemix to develop apps in the areas of DevOps and the Internet of Things (IoT). DevOps – or the integration of development and operations – is a lean and agile approach to product development, helping transform companies to bring new innovations to market at accelerated speeds. Bluemix's cloud-based tools, such as DevOps Innovation



Services, will help Tech Mahindra's clients address the challenge of scaling DevOps throughout their entire business – identifying bottlenecks and helping craft road maps to successfully execute DevOps across business teams and silos.

Bluemix's digital IoT tools will serve to enable Tech Mahindra to help change the landscape of the IoT, allowing the company to build IoT apps for its clients in minutes. The service, or the IBM Internet of Things Foundation, allows a developer to quickly and easily extend a connected device (such as a smartphone, tablet or wearable band) into the cloud, in turn allowing the device data to be collected and sent in real-time back into the developer's business.

For example, Tech Mahindra will develop a 'Predictive Maintenance Manufacturing Solution' on Bluemix that works as a centralized solution for proactive maintenance of machines, optimizing machine usage with analytics. Integration of the solution with Bluemix enables manufacturing sites to tap into the data from machine sensors, build a solution that monitors performance and predict machine failure and maintenance requirements. The solution aims to improve reliability and up-time, detect failure patterns early, improve safety, and reduce unplanned outages and costs.

IBM's Continued Commitment to Cloud Developers

Following IBM's \$1.2 billion announcement in January of 2014 to expand its global footprint of SoftLayer cloud centers, the company also announced it would invest \$1 billion into its Bluemix Platform-as-a-Service to help usher developers into the era of hybrid cloud. Bluemix now offers developers instant access to more than 75 services and runtimes to build better apps on the cloud, faster.

IBM has also invested significantly in building out its cloud and developer ecosystem, announcing its Global Entrepreneur Program for Cloud Startups; the expansion of its Bluemix Garage network into San Francisco and London; a partnership with the city of New York to build the world's first online platform for local startups; as well as integrating scores of partner services and tools onto Bluemix and in the IBM Cloud Marketplace.

The alliance between IBM and Tech Mahindra signifies the latest step in the expansion of IBM's developer ecosystem, as well as adds to its landmark partnerships with leading technology companies around the world (such as SAP, Microsoft and TenCent) to further grow and embed its global cloud footprint.

About Tech Mahindra

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.5 billion company with 98,000+ professionals across 51 countries. We provide services to 674 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 that employs more than 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 more information on IBM InterConnect 2015, visit <http://www.ibm.com/press/interconnect2015>.

About IBM Cloud Computing



IBM is the global leader in open enterprise cloud enabling secure data and infrastructure integration in the cloud. For more information about cloud offerings from IBM, visit <http://www.ibm.com/cloud>. Follow us on Twitter at @IBMcloud and on our blog at www.thoughtsoncloud.com. Join the conversation #ibmcloud.

