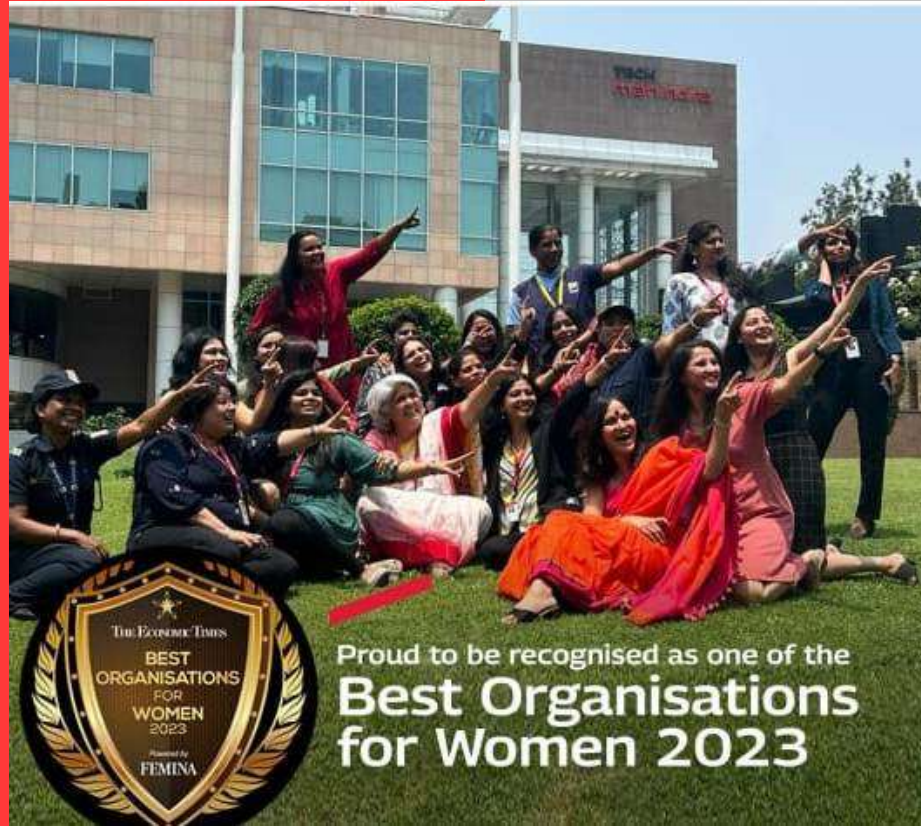


comprehensive Digital Marketing Project work



TEAM LEADER:- N.VIKRAM
G.RAJ KISHAN REDDY
B.RAM BABU
K.ACTHANNA
M. RAMU

Tech
Mahindra



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Brand identity encompasses various aspects of a company's public image, including its logo, color scheme, typography, tone of voice, and overall visual representation. It's common for companies to refresh or update their brand identity over time to stay relevant, signal growth, or adapt to changing market trends.

As of my last update in September 2021, Tech Mahindra's mission and vision statements were as follows:

- **Mission:** To be the most respected solution provider in the information, communication, and entertainment domains, creating value for customers through innovative technologies and enabling them to achieve business objectives with excellence."
- **Vision:** To be the global leader in providing innovative and world-class IT solutions, adding value to our clients' businesses, creating a fulfilling environment for our people, and generating sustainable returns for our shareholders."

We believe in being

**People First
Performance-Led
Purpose-Driven**



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:**

Competitor 1: Tata Consultancy Services (TCS): TCS is one of the largest IT services companies in the world, providing services similar to Tech Mahindra. They offer IT consulting, software development, system integration, and business process outsourcing to various industries

Competitor 2: Infosys: Infosys is another major player in the IT services industry. They focus on delivering IT consulting, application development, and maintenance services, along with system integration and outsourcing solutions.

Competitor 3: Wipro: Wipro is a multinational IT company that competes with Tech Mahindra in areas such as IT services, consulting, and outsourcing. They cater to various industries, including technology, finance, healthcare, and more.

Table of Contents

1

Tech Mahindra might also cater to the technology needs of smaller businesses seeking scalable IT solutions and digital services.

2

Tech Mahindra's service offerings and strategic goals, and they might have expanded or evolved their target audience

3

Tech Mahindra has a strong presence in the telecommunications sector.

4

Tech Mahindra may also target government agencies and public sector organizations

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Buyer's/Audience's Persona: Tech Mahindra has a strong presence in the telecommunications sector. Telecommunication companies and service providers seeking services like network transformation, managed services, and value-added services have been a significant part of Tech Mahindra's clientele.

- **Government and Public Sector:** Tech Mahindra may also target government agencies and public sector organizations looking for technology solutions to improve citizen services, optimize operations, and enhance data security.
- **Small and Medium-Sized Businesses (SMBs):** While large enterprises are a significant part of their audience, Tech Mahindra might also cater to the technology needs of smaller businesses seeking scalable IT solutions and digital services.
- **Global Market:** Tech Mahindra's audience could be spread across the globe, as the company operates in multiple countries and serves international clients.

First Section

1

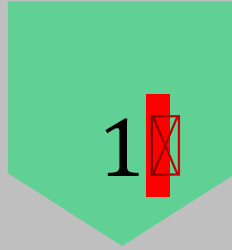
You could enter a subtitle
here if you need it



Part 2: SEO & Keyword Research

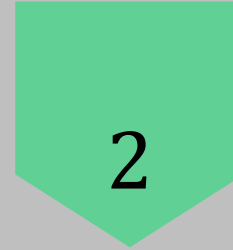
- **SEO Audit:** I can provide you with a general outline of the steps involved in an SEO (Search Engine Optimization) audit that you can use to evaluate Tech Mahindra's website or any other website. Keep in mind that conducting a comprehensive SEO audit requires access to specific tools and analytics data, which I don't have.
- **Keyword Research: Keywords Analysis:** Review the target keywords and key phrases Tech Mahindra is ranking for, as well as the ones they are targeting. Ensure they are relevant to the business and have sufficient search volume.
- **On page optimization: On-Page SEO:** Check the website's meta tags (title tags, meta descriptions), URL structure, header tags (H1, H2, etc.), keyword usage, and overall content quality and relevance. Ensure the on-page elements are optimized for search engines and user experience.
- Keep in mind that each company may have its own specific approach to keyword research and SEO recommendations based on their expertise and goals. To get accurate information about Tech Mahindra's specific strategies, it's best to refer to their official statements or press releases.

You Can Use Two Columns



Tech

Technology, in this context, refers to the application of scientific knowledge, skills, and tools to create products, systems, or services that solve problems, improve efficiency, and enhance the overall human experience



Mahindra

The Mahindra Group is an Indian multinational conglomerate with a diverse range of businesses. It was founded in 1945 as a steel trading company and has since expanded into various sectors, including automotive

Part 3: Content Ideas and Marketing Strategies

- Content Idea Generation & Strategy:

Week 1: July 1st - July 7th Thought Leadership Article: "The Future of 5G: Unlocking Opportunities for Businesses"

Week 2: July 8th - July 14th Webinar: "Data Privacy in the Age of AI: Best Practices for Businesses"

Week 3: July 15th - July 21st Podcast Episode: "Navigating the Cloud: Tips for Seamless Cloud Migration"

Week 4: July 22nd - July 28th Interactive Content: "AI Readiness Quiz: Is Your Business Ready for Artificial Intelligence?"

Week 5: July 29th - July 31st eBook Release: "Digital Transformation Trends 2023: What Lies Ahead?"



You Can Use Three Columns, Why Not?



1

Major Clients: List some of the significant clients that Tech Mahindra serves



2

Partnerships: Mention strategic partnerships with other technology companies, software vendors, and industry-specific organizations.



3

Community Engagement: Participate in relevant online communities, forums, and events to establish Tech Mahindra's

Part 3: Content Ideas and Marketing Strategies

- Content Ideas:
- Thought Leadership Articles: Create in-depth articles written by subject matter experts within Tech Mahindra on industry trends, emerging technologies, and best practices. Position the company as a thought leader in the IT and technology space.
- Case Studies: Showcase successful projects and collaborations with clients, demonstrating how Tech Mahindra's solutions have solved real-world business challenges.
- Webinars and Podcasts: Host webinars and podcasts featuring experts from Tech Mahindra and other industry leaders, discussing relevant topics, sharing insights, and engaging with the audience.
- Marketing Strategies:
- Social Media Engagement: Leverage social media platforms to share content, engage with the audience, participate in industry discussions, and showcase company culture.
- SEO Optimization: Ensure content is search engine optimized to improve Tech Mahindra's online visibility and reach a broader audience.
- Email Marketing: Build and nurture an email subscriber list to distribute valuable content,

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

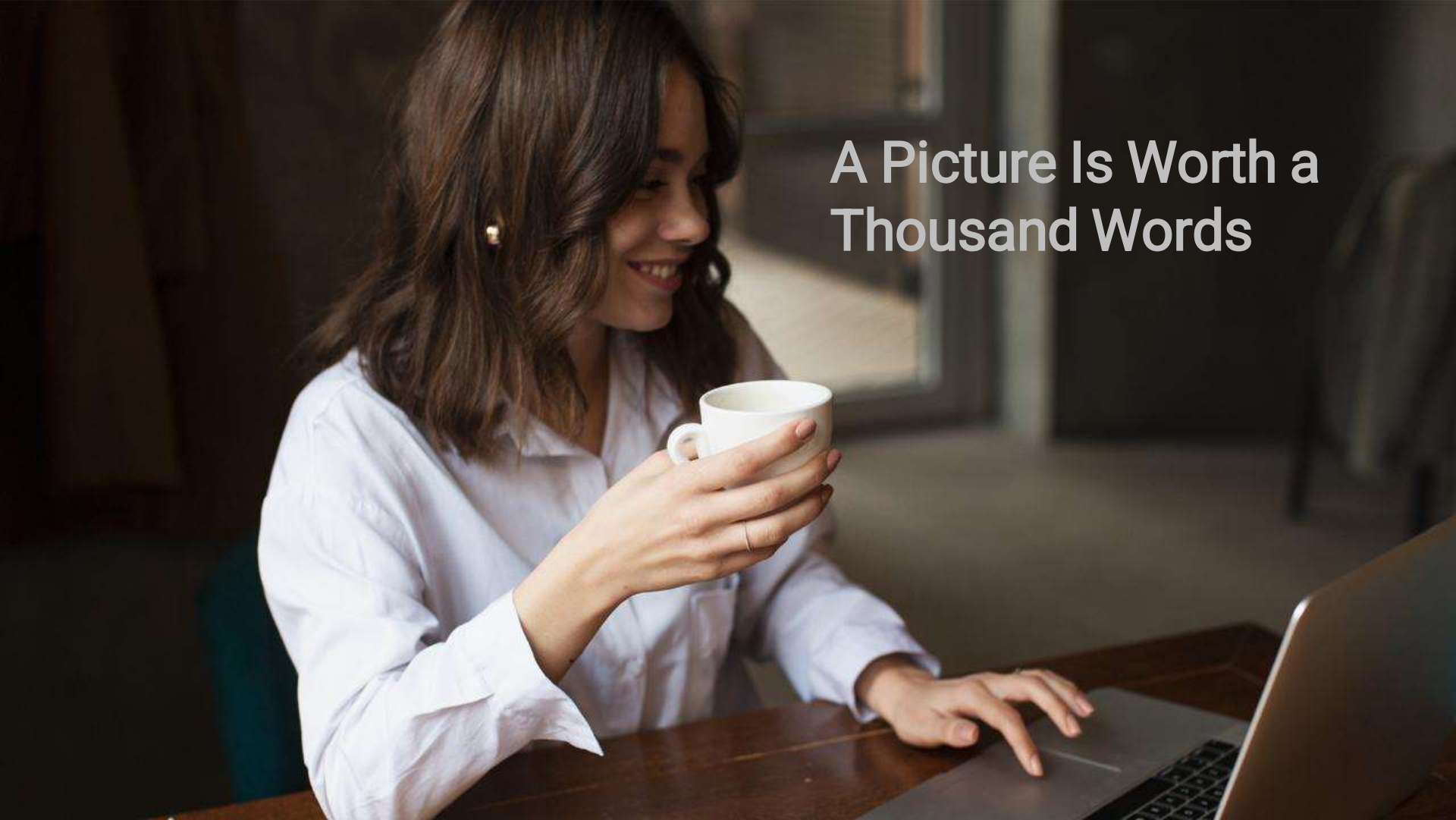
- **Select Content Categories:** Information Technology (IT) Services: Tech Mahindra provides a comprehensive suite of IT services, such as software development, application management, infrastructure management, and cybersecurity solutions.

Format 1 Consulting Services: They offer consulting services to businesses, helping them optimize their operations, adopt new technologies, and improve overall efficiency.

Format 2 Cloud Services: Tech Mahindra helps organizations migrate to the cloud, build cloud-native applications, and optimize their cloud infrastructure.

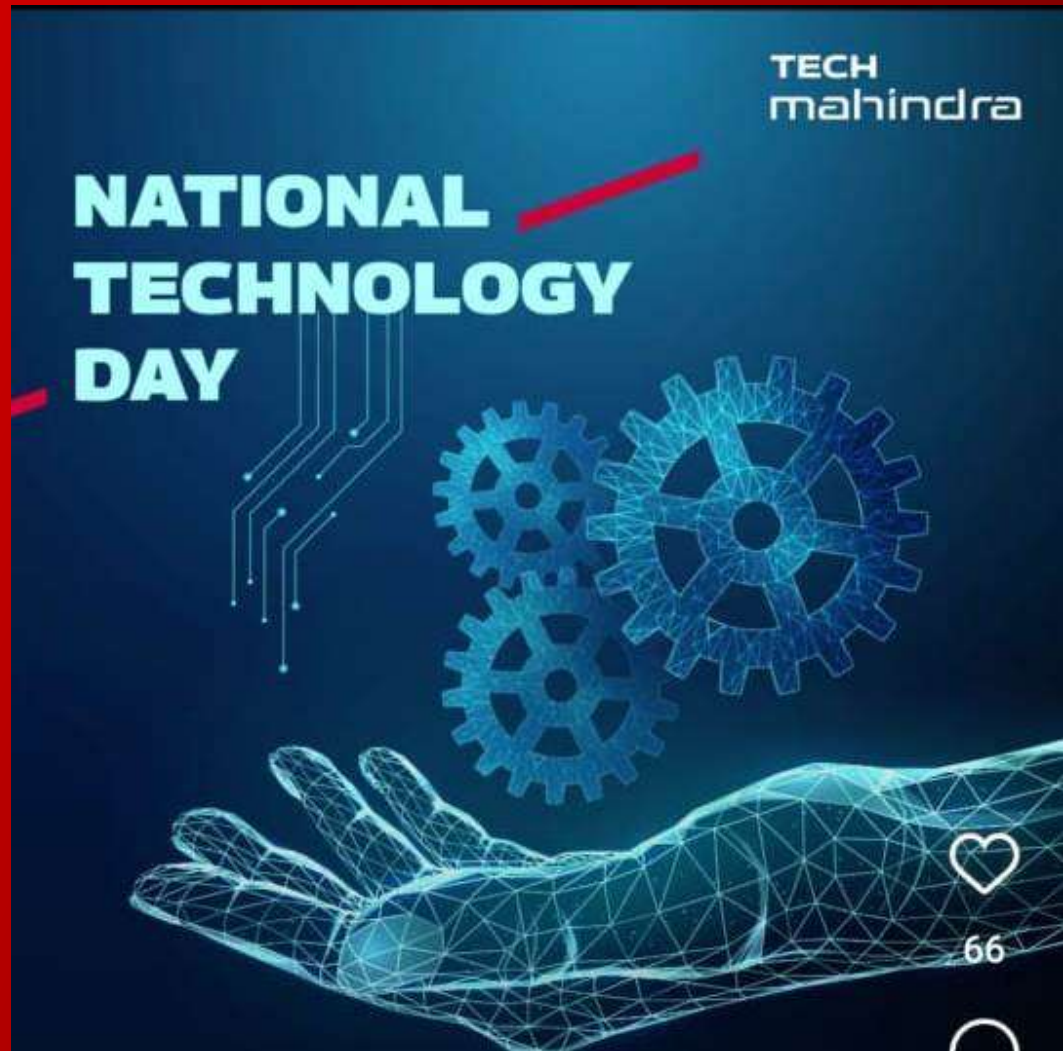
Format 3 Network Services: Tech Mahindra offers network-related services to businesses and communication service providers, including network planning, integration, and management

YOUTUBE :- <https://youtu.be/mFVkaWaz9V8>.

A woman with long, wavy brown hair is sitting at a dark wooden desk. She is wearing a white button-down shirt and is smiling as she looks at a laptop screen. Her left hand is on the laptop's trackpad, and her right hand is holding a white ceramic mug. The background is softly blurred, showing an indoor setting with a window and some furniture.

**A Picture Is Worth a
Thousand Words**

A Picture Always
Reinforces the
Concept





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You are receiving this email because you opted in via our website.

Our mailing address is:

Techmahindra01

Balacheruvu Rd

Visakhapatnam, AP 530046

India

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)



Tech
Mahindra

Subject: Unleashing the Power of Tech Mahindra - Empowering Innovation, Together!

Dear [Recipient],

We hope this email finds you well. We are thrilled to introduce Tech Mahindra, a leading global IT solutions and services provider, with a mission to empower businesses and individuals with cutting-edge technology and innovation.

At Tech Mahindra, we believe in unlocking possibilities, pushing boundaries, and transforming the world through our digital expertise. With a rich legacy and a global presence, we have been at the forefront of revolutionizing industries and driving positive change.

We believe that collaboration breeds success. We would love to explore how Tech Mahindra can help your organization embrace innovation and stay ahead in the fast-paced digital landscape.

Reach out to us at [Your Contact Details] to schedule a meeting or discuss your specific requirements.

Stay ahead with Tech Mahindra - Together, Empowering Innovation!

Best regards,

[Your Name][Your Title/Position]Tech Mahindra[Your Contact Details]

Subject: Elevate Your Business with Tech Mahindra's Leading Tech Solutions!

Dear [Recipient],

I hope this email finds you well. I am reaching out on behalf of Tech Mahindra, a global leader in IT services and digital transformation. As an organization committed to empowering businesses like yours with cutting-edge technology solutions, we are excited to offer you an opportunity to experience a new era of success.

At Tech Mahindra, we understand the challenges and complexities that businesses face in today's rapidly evolving digital landscape. That's why we are dedicated to providing tailored and innovative solutions that will not only meet your current needs but also future-proof your business for continued growth and success.

Let's embark on this journey of transformation together. To explore our services further or to discuss how we can tailor a solution specifically for your business, please do not hesitate to reach out to us at [Your Contact Information].

Thank you for considering Tech Mahindra as your technology partner. We look forward to hearing from you soon.

Best regards,

[Your Name][Your Title/Position]Tech Mahindra

Part 2: SEO & Keyword Research

The screenshot displays the SEOptimer website interface. At the top, there's a navigation bar with links for 'Website Lint', 'Quick Audit', 'Features', 'Pricing', 'Resources', 'Login', and a 'Premium - Free Trial' button. The main header area features a large blue banner with the text 'Improve Your Site With Our DIY SEO Tool' and a sub-header 'Review untitled pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.' Below this, there's a section titled 'Recommendations' with a toggle for 'On-Page SEO'. The recommendations list includes:

- Include a meta description tag (On-Page SEO, High Priority)
- Reduce your total page file size (Performance, Medium Priority)
- Optimize for Core Web Vitals (Usability, Medium Priority)
- Implement a XML sitemaps file (On-Page SEO, Medium Priority)

The bottom of the image shows a Windows taskbar with various application icons and a system clock indicating 12:00 PM on 7/26/2023.

SEO Optimizer

Website URL: Quick Audit Features Pricing Resources Login Premium New User

Add Canonical Tag	Configure	Get Priority
Improve site load speed	Get Priority	Get Priority
Update Link URLs to be more human and Search Engine readable	Get	Get Priority
Add Alt attributes to all images	Configure	Get Priority
Use your main keywords across the important HTML tags	Configure	Get Priority
Make use of HTTP/2+ protocol	Get Priority	Get Priority
Optimize your images to reduce their file size	Get Priority	Get Priority
Optimize your page for Mobile PageSpeed Insights	Get	Get Priority
Optimize your page for Desktop PageSpeed Insights	Get	Get Priority

SEO Optimizer

Website URL: Quick Audit Features Pricing Resources Login Premium New User

Optimize your page for Desktop PageSpeed Insights

Add Local Business Schema

Setup & Install a Facebook Pixel

Remove inline styles

Review and increase Font Sizes across devices

On-Page SEO Results

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization that could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help to rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align their content to target keywords.

SEO Optimizer Website URL Quick Audit Features Pricing Resources Login Premium Free Trial

Title Tag ✓

You have a title tag of optimal length (between 70 and 70 characters).

Tech Mahindra | Connected World, Connected Experiences

Length: 34

Meta Description Tag ✗

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description blurb in search results.

SEOP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.techmahindra.com/ekw/7146300075>

Tech Mahindra | Connected World, Connected Experiences

Tech Mahindra represents the connected world, offering innovation & human-centric technology experiences to our customers, stakeholders &...

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language ✓

Your page is using the lang attribute.

SEO Optimizer Website URL Quick Audit Features Pricing Resources Login Premium Free Trial

alt-multiple	✓	✗	✓	12	100%
alt-missing	✗	✗	✗	12	0%
alt-too-long	✗	✗	✓	10	100%
alt-too-short	✗	✗	✗	8	0%
alt-missing-image	✗	✗	✗	8	0%
alt-missing-text	✗	✗	✗	8	0%
alt-completeness	✗	✗	✓	7	100%

Amount of Content ✓

Your page has a good amount of textual content, which will assist in ranking potential.

Word Count: 115

Image Alt Attributes ✗

You have images on your page that are missing alt attributes.

We found 18 images on your page and 12 of them are missing the alt attribute.

Alt attributes are an often overlooked yet important signal to search engines what an image is about, and help to rank in image search results.

Show Details

SEO Optimizer Website (URL) Quick Audit Features Pricing Resources Login [Premium - Free Trial](#)

Show details

Camelot Tag	X
Your page is not using the Camelot Tag.	
The Camelot Tag lets search engines like Google know the primary URL of a page. Google recommends all pages specify a Camelot.	
Relisten Tag Test	✓
Your page is not using the Relisten Tag which prevents indexing.	
Relisten Header Test	✓
Your page is not using the Relisten Header which prevents indexing.	
SSL Enabled	✓
Your website has SSL enabled.	
HTTPS Redirect	✓
Your page successfully redirects to a HTTPS/SSL connection.	
Robots.txt	✓
Your website appears to have a robots.txt file.	
http://www.techmole.bio.com/robots.txt	
Blocked by Robots.txt	✓

SEO Optimizer Website (URL) Quick Audit Features Pricing Resources Login [Premium - Free Trial](#)

Blocked by Robots.txt	✓
Your page does not appear to be blocked by robots.txt.	
SSL Storage	X
We have not detected a link able to retrieve a SSL storage file successfully.	
Storage are recommended to ensure that search engines can intelligently crawl all of your pages.	
Consider it placed with our free tool: SSL Storage Generator	
Analytics	✓
Your page is using an analytics tool.	
Google Analytics	
Schema.org Structured Data	✓
You are using Schema.org Structured Data on your page.	

Rankings

Top Keyword Rankings



Website URL

Quick Audit

Features

Pricing

Resources

Login

Free Trial



Website URL

Quick Audit

Features

Pricing

Resources

Login

Free Trial

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing onto one of our premium plans.

Upgrade Now

On-Page Link Structure

We found 225 total links. 34% of your links are external links and are sending authority to other sites. 66% of your links are internal links, meaning authority is not being passed to those destination pages.

Show details

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, the number, code strings and special characters.

Show details



Create White Label PDFs

Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under your White Label plans. Take an example PDF: [Example PDF](#)

Embed the Audit Tool into your website. Get notified if backlinks drop from your website.

Upgrade Now



Usability

Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and increase user. Review sites which can indirectly affect your search engine rankings.



Device Rendering

This tool visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet.

[Website URL](#)
[Quick Audit](#)
[Features](#)
[Pricing](#)
[Resources](#)
[Log in](#)
[Premium Free Trial](#)

Device Rendering

The cross-device rendering tool for your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Google's Core Web Vitals

Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are 3 metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Largest Contentful Paint (LCP)

First Input Delay (FID)

Cumulative Layout Shift (CLS)

Use of Mobile Viewports

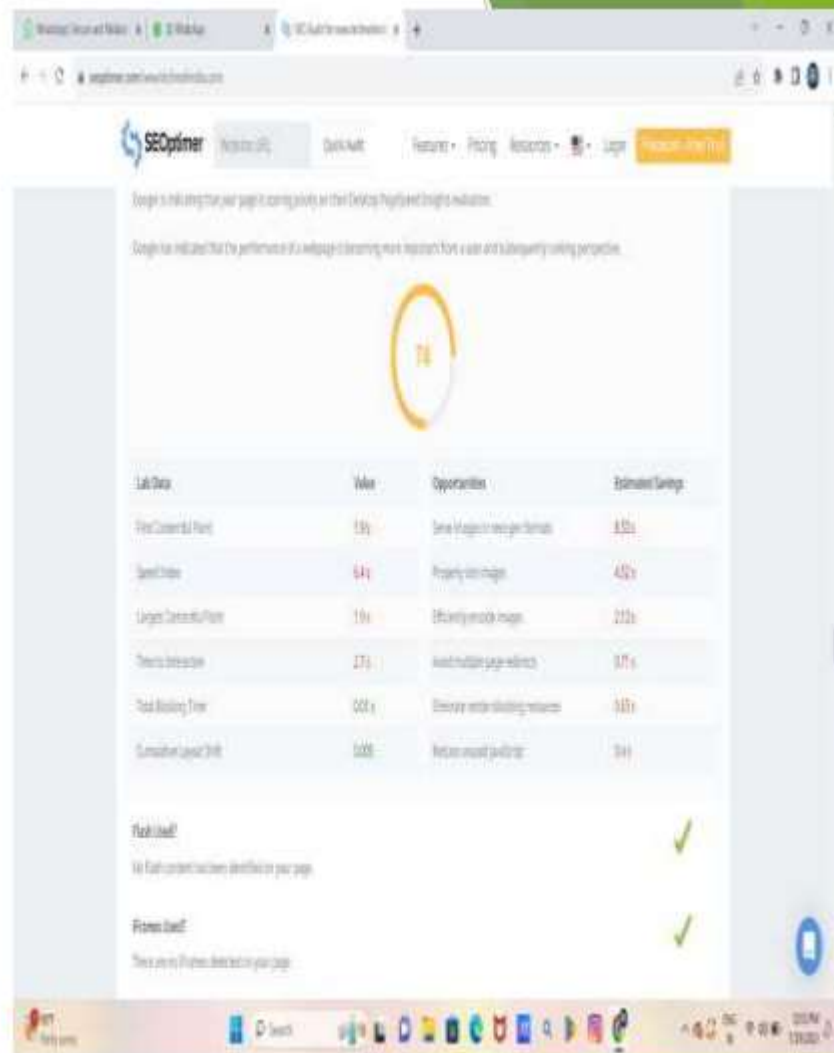
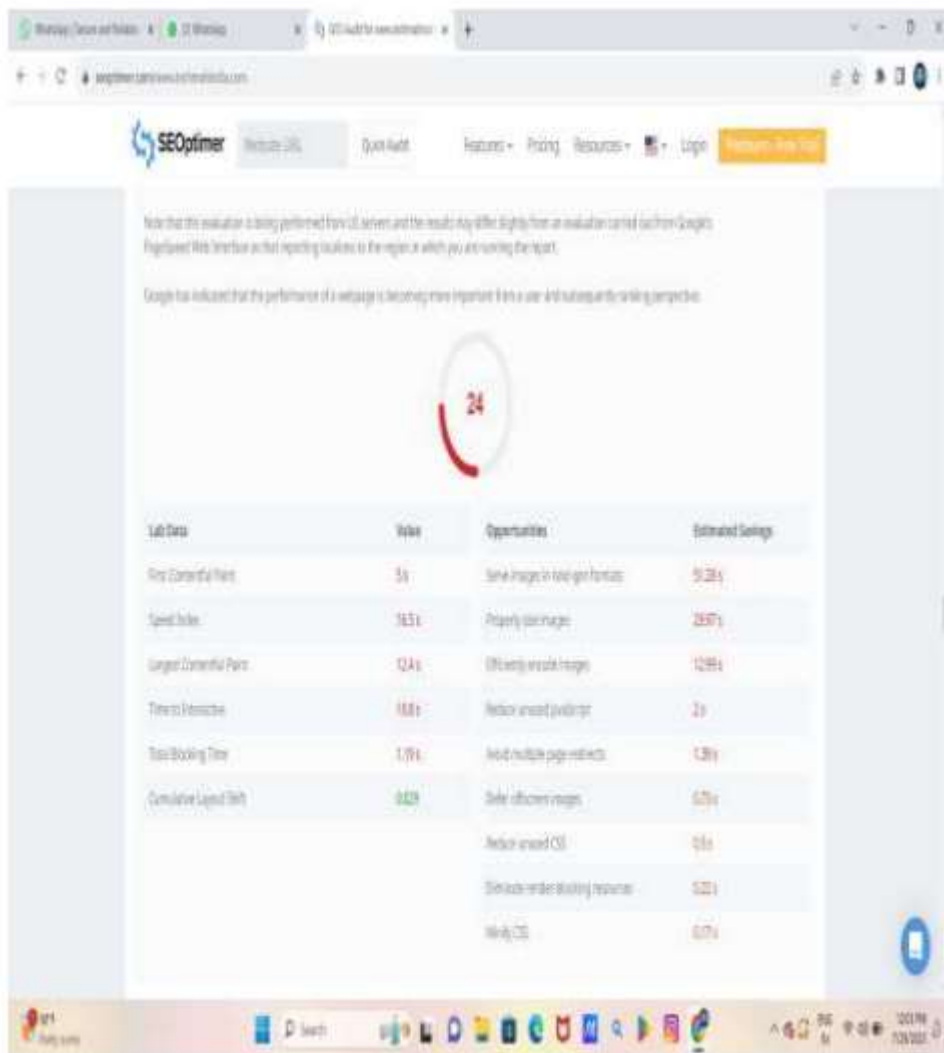
Your page declares a viewport matching the device size, allowing it to render appropriately across devices.

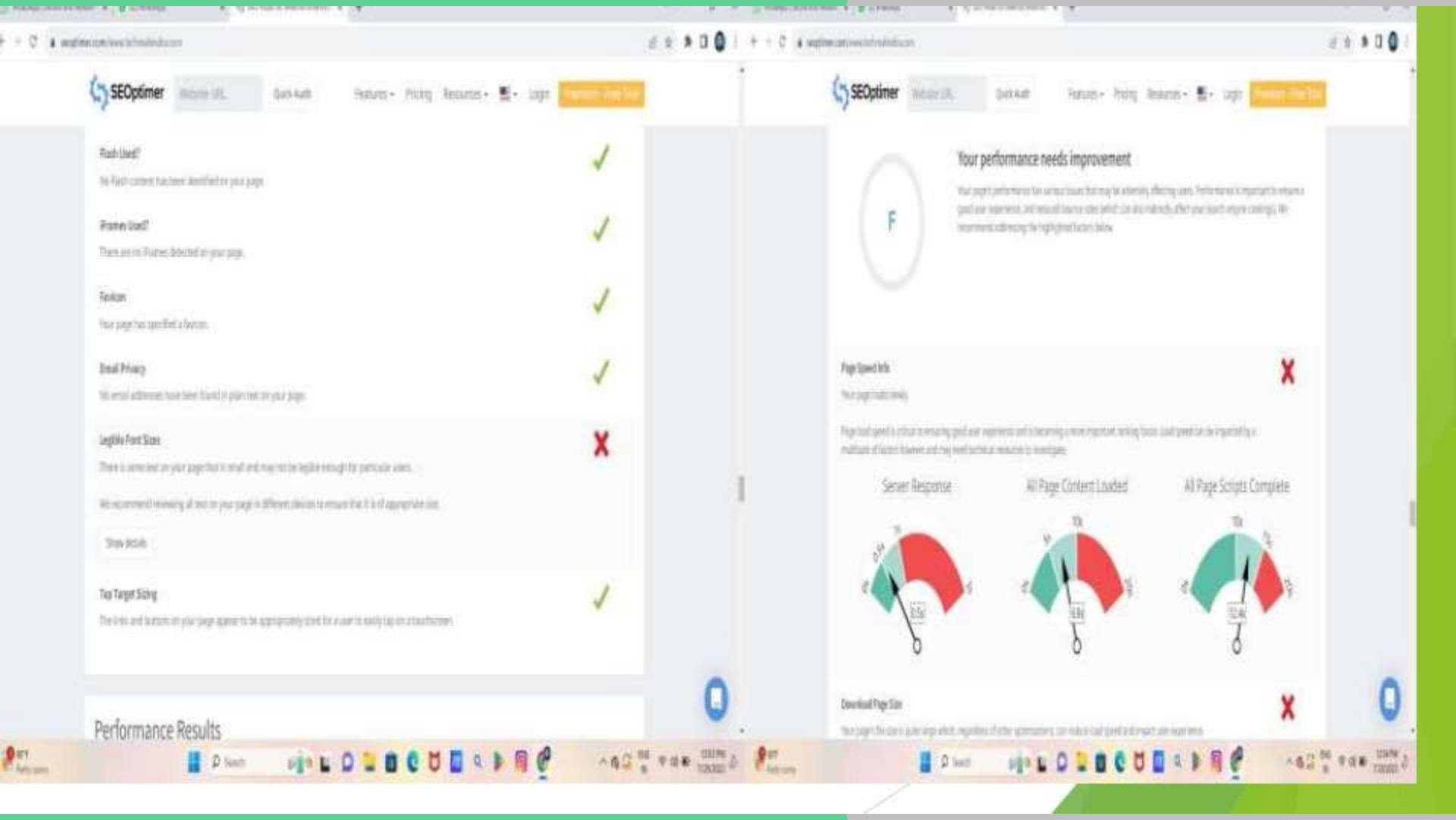
Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Alert that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Base Server as that reporting location is the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.







Website URL

Quick Audit

Features Pricing Resources



Log In

Premium-1 Day Trial

Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors, however, and may need technical resources to investigate.

Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 1MB in total file size.

Download Page Size



Download Page Size Breakdown



Website URL

Quick Audit

Features Pricing Resources



Log In

Premium-1 Day Trial

Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates



Raw Page Size Breakdown



Number of Resources

This check displays the total number of resources, which should be removed from web servers to load your page.



SEO Optimizer

Website URL

Quick Audit

Features • Pricing • Resources • Login

Premium - Free Trial

Single Multiresponsive Website Page (p.html)

This page does not appear to have AMP enabled.

Show details

JavaScript Errors

Your page is not reporting any JavaScript errors.

HTTP2 Usage

Your website is using an outdated HTTP protocol.

We recommend enabling HTTP2 in a protocol for your website as it can significantly improve page load speed for users.

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Show details

Minification

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

No deprecated HTML tags have been found within your page.

Inline Styles

SEO Optimizer

Website URL

Quick Audit

Features • Pricing • Resources • Login

Premium - Free Trial

Inline styles are an older coding practice and the target is to move styling CSS type sheets, due to their ability to help with page load performance and automatically compliance HTML Code.

Show details

Social Results

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

A+

Facebook Connected

Your page has a linked Facebook Page.

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.

Show details

101

Help with

Search

104 PM

10/10/2020

101

Help with

Search

104 PM

10/10/2020

SEO Optimizer

Website URL

Quick Audit

Features • Pricing • Resources • Log In

Website URL

Quick Audit

Features • Pricing • Resources • Log In

Facebook Connected

Your page has a link to a Facebook page

✓

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags

✓

Show details

Facebook Pixel

We have not detected a Facebook Pixel on your page

✗

Facebook Pixel is a small piece of analytics code that allows you to target get visitors if you decide to use Facebook Ads on your page

Twitter Connected

Your page has a link to a Twitter profile

✓

Twitter Cards

Your page is using Twitter Cards

✓

Show details

Instagram Connected

Your page has a link to an Instagram profile

✓

LinkedIn Connected

Your page has a link to a LinkedIn profile

✓

Instagram Connected

Your page has a link to an Instagram profile

✓

LinkedIn Connected

Your page has a link to a LinkedIn profile

✓

YouTube Connected

Your page has a link to a YouTube channel

✓

YouTube Activity

You have **11,200** subscribers on your YouTube channel

✓

11,200 Followers

1,054,816 View Count

Want to grow your YouTube Channel? Try our YouTube SEO Tool

Local SEO

Local SEO

Windows (Chrome and Firefox) x 30 Audit for seo optimization x 2

seooptimizer.com/seo/seoaudit.html

SEOoptimizer Website Audit Quick Audit Features Pricing Resources Login Premium - One Time

Local SEO

Local Business Schema

No Local Business Schema identified on this page.

Google Business Profile identified

You can view information about your page's Google Business Profile within this report by signing up to one of our premium plans.

Sign Up - One Time

Want to improve your Local Search Presence? Try our Local SEO Tool

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
A	1.1.1
CDN	
Cloudflare	
Fontawesome	
Font Awesome	
Google Analytics	
Google Tag Manager	
HTTPS	
jQuery	
jQuery	

Technology Version

Windows (Chrome and Firefox) x 30 Audit for seo optimization x 2

seooptimizer.com/seo/seoaudit.html

SEOoptimizer Website Audit Quick Audit Features Pricing Resources Login Premium - One Time

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Technology Version

Windows (Seven and Older) x Windows x SEO Audit for seooptimizer.com

seooptimizer.com/seo/technical/index.htm

SEOoptimizer Website URL Quick Audit Features Pricing Resources Login Register - Free Trial

Google Analytics
Google Tag Manager
LinkedIn
LinkedIn Image Tag
OneTrust
WordPress

U Unplug 1.30

Server IP Address
203.142.186.25

DNS Servers
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net

Windows (Seven and Older) x Windows x SEO Audit for seooptimizer.com

seooptimizer.com/seo/technical/index.htm

SEOoptimizer Website URL Quick Audit Features Pricing Resources Login Register - Free Trial

U Unplug 1.30

Server IP Address
203.142.186.25

DNS Servers
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net
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gpld.servers.net
gpld.servers.net
gpld.servers.net
gpld.servers.net

Review Child Pages

By SubPages Found

Windows Chrome web browser x SEO Audit for www.techmahindra.com

seooptimizer.com/technical-audit

SEOoptimizer Website (URL) Quick Audit Features Pricing Resources Login [Purchase New Site](#)

light-seooptimizer.com
light-seooptimizer.com
light-seooptimizer.com
light-seooptimizer.com
light-seooptimizer.com
light-seooptimizer.com


Review Child Pages

No Sub-Pages Found

Embed an Audit Tool into your Agency's Site

Watch your website's styling and CMS. Show your customers a beautiful branded report. Get notified of new insights to your site.

[Watch Demo](#) [Full Tutorial](#)



SEOoptimizer

Windows Chrome web browser x SEO Audit for www.techmahindra.com


seooptimizer.com/technical-audit

SEOoptimizer Website (URL) Quick Audit Features Pricing Resources Login [Purchase New Site](#)

You can only run audits for Sub-Pages on the [Premium Page](#). Your report will default to showing the report for the homepage

Rebuilding Website - 10% Discount


Audit Results for www.techmahindra.com




C-

Your page could be better


[Recommendations](#)




1st Aug 2017




E-




F-



D+



F-



A+

Windows (Chrome and Firefox) x 30 Audit for seooptimizer x 2

seooptimizer.com/seo/seooptimizer.com

SEOoptimizer Website Audit Quick Audit Features Pricing Resources Login Premium - One Time

Local SEO

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No Local Business Schema identified on this page.

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jQuery	

Technology Version

Windows (Chrome and Firefox) x 30 Audit for seooptimizer x 2

seooptimizer.com/seo/seooptimizer.com

SEOoptimizer Website Audit Quick Audit Features Pricing Resources Login Premium - One Time

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Font Awesome	
Font Awesome	
Google Analytics	
Google Tag Manager	
HTTPS	
jQuery	
jQuery	

Technology Version

CHALLENGES DURING SEO AUDIT AND KEYWORD RESEARCH

Technical Complexity: Analyzing a large website with various technical components can be challenging, especially when dealing with complex content management systems and dynamic pages.

Competitive Landscape: In the tech industry, competition can be fierce, and ranking for relevant keywords may be more challenging due to the presence of established players.

Algorithm Changes: Search engines regularly update their algorithms, which can impact keyword rankings and visibility, making it crucial to stay up-to-date with industry trends.

Keyword Relevance: Identifying the most relevant keywords that align with the target audience's search intent can be a complex task.

Data Accuracy: Ensuring the accuracy of data during the research process is crucial to make informed decisions.

Tech Mahindra Q2 net profit surges 27%

ROMITA MAJUMDAR
Mumbai, 30 Oct 2023

India's fifth-largest information technology services company Tech Mahindra's September quarter earnings beat Street estimates at ₹10.64 billion, up 23.3 per cent over ₹8.9 billion in Q2 FY18, and 18.5 per cent sequentially at ₹8.3 billion.

However, revenue growth missed the estimates slightly at ₹66.30 billion, up 13.5 per cent y-o-y, and up 4.3 per cent q-o-q. Dollar revenue fell 0.5 per cent to \$1,216 million missing most estimates of around \$1.3 per cent growth.

"It's been a satisfying quarter, where our focus on digital transformation has helped us deliver a robust performance. Our strong deal wins especially in communication vertical coupled with our 30% sequential growth in dig-

ital revenues, are a validation of our run, change and grow strategy," C P Gurnani, managing director & chief executive officer said.

There was a sequential decline of almost \$40 million due to the closure of two big projects, said the management.

Earnings before interest, depreciation, tax and amortization (Ebitda) was up at ₹16.1 billion compared to ₹15.3 billion in the year-ago period. Ebitda margin jumped to 18.8 per cent from 16.4 per cent in the quarter, backed by improved automation focus.

Telecommunications, which was among the slower performers last quarter, came back in full swing with the management guiding towards

greater demand for network modernisation and 5G implementation opportunities.

13.4%
The revenue from operations rose ₹85.29 bn in the quarter as compared to ₹76.06 bn in the year-ago period

than-expected de-growth in enterprise business (nearly 56 per cent q-o-q in dollar terms) led to lower than expected growth in overall revenues," said a note from Emkay Global Financial Services.

Headcount grew by 4,839, led largely by growth in BPO headcount. Attrition grew to 20 per cent, up from 19 per cent last quarter (still lower than Infosys at 23.2 per cent and half of TCS at 30 per cent).

TECH
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FOUNDATION

SMART
ACADEMY

FORMAT :2



OUR BLOG

Articles on healthcare, paramedical courses, digital technologies, logistics and more

Tech Mahindra Microsoft Overview Video
<https://youtube.com/watch?v=oxZbNk-k-a8&feature=share>

YouTube

Tech Mahindra Microsoft Overview Video

We are focused on leveraging next-generation technologies including 5G, blockchain, cybersecurity, artificial intelligence, and more to enable digital end-to-end transformation for global customers.

Know More: <https://www.techmahindra.com/en-in/milane...>

Leveraging Next-Generation Technology with Microsoft



Tech Mahindra

FORMAT :3

[9:23 AM, 7/27/2023] Anu:

<https://youtubev=oxZbNk-k-a8&feature=share>[9:28 AM, 7/27/2023]

Anu: <https://youtu.be/oxZbNk-k-a8.com/watch>

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing



Email Ad Campaign 2 - Lead Generation

14:08

Signal



Tech Tech Mahindra 14:08

to ram.july88



Dear respected sir,

I noticed that you opened the email that I sent you earlier and checked out our site.but I never heard back from you.

I was simply wondering if this means you are interested in learning more about teach Mahindra and how we can provide value to your business.



Email Ad Campaign 1 - Brand Awareness



Tech Tech Mahindra 13:56

to ram.july88@gmail.com



Dear sir,

I am hearing this so often these days,if you relate after all peoples crave customisation and personalization the email template we share with you today cater to the awareness funnel and more specifically where your audience sits among the stages of awareness.



↩ Reply

↩↩ Reply all

➦ Forward

Awesome Words

Please remember that the specifics of the campaigns and social media activities would have evolved over time, and Tech Mahindra's current strategy may include new platforms or different approaches. To get the most up-to-date information, I recommend visiting Tech Mahindra's official social media channels and website.

Thanks!

“ Its not just about being better.Its about being drifferent.You need give people a reason to choose your business “

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