

The background features abstract, overlapping green geometric shapes in various shades of green, creating a modern and dynamic look. The shapes are primarily located on the right side of the image, with some extending towards the left.

Comprehensive Digital Marketing Project Work

BY

Vadamodula Nuthana

ROLL NO:120133403044

Students will be divided into 50 groups each having an individual brand name and within this would be 9 students each

1. Lakmé
2. Allen Solly
3. Apollo Hospitals
4. VLCC
5. Fortis healthcare institute
6. Fabindia
7. Forest Essentials
8. Flying Machine
9. Himalaya Herbals
10. Bata
11. John Players
12. Khadi Naturals
13. Louis Philippe
14. Liberty
15. Juicy Chemistry
16. Paragon
17. Peter England
18. Biotique
19. Red Tape
20. Britannia
21. Mother Dairy
22. Tech Mahindra
23. Axis Bank
24. Amul
25. Wipro
26. Parle Agro
27. Tech Mahindra
28. McCain
29. ICICI Bank
30. Kissan
31. MTR Foods
32. Sunfeast
33. HDFC Bank
34. HRX
35. Yes Bank
36. Cadbury
37. Haldiram's
38. Balaji Telefilms
39. Digit Insurance
40. Life Insurance Corporation Of India
41. Bajaj Electricals
42. Havells India Ltd.
43. Videocon Industries Limited
44. Crompton Greaves Consumer Electricals
45. Tata Motors
46. Maruti Suzuki India Ltd
47. Mahindra & Mahindra Ltd
48. Hero MotoCorp Ltd
49. Ashok Leyland Ltd
50. Apollo Tyres

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



Mission/Values: Brands: Tech Mahindra is the primary brand under which the company operates. They provide services and solutions in various technology domains, including telecommunications, banking, healthcare, manufacturing, and more.

Mission: Tech Mahindra's mission revolves around leveraging technology to provide innovative solutions that empower businesses and individuals globally. Their mission is likely to focus on delivering excellence to clients, driving digital transformation, and staying at the forefront of technological advancements.

USP: Values: The core values of Tech Mahindra typically align with the broader Mahindra Group's core values, which include:

Vision : As of 2021, Mahindra Group's vision is to "Become one of the 50 most admired brands in the world by 2021. This vision reflects their ambition to be recognized globally as a respected and admired brand known for their innovation, customer-centric approach, and ethical practices.

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

Analyze Brand Messaging: Customer-Centric Approach: The company's messaging often revolved around being customer-centric. They aimed to understand their clients' unique challenges and deliver tailor-made solutions to meet their specific needs.

- 1) **Commitment to Sustainability:** As part of the Mahindra Group, Tech Mahindra's brand messaging likely reflected their commitment to sustainability and corporate social responsibility, aligning with the broader values of the Mahindra Group.

It's important to note that brand messaging can evolve over time, and Tech Mahindra's messaging may have evolved since my last update. To get the most accurate and up-to-date analysis of Tech Mahindra's brand messaging, I recommend referring to their official website, marketing materials, and recent communications.

Examine the brand's tagline: As mentioned in my previous responses, as of September 2021, Tech Mahindra's tagline was "Connected World. Connected Experiences." This tagline reflected their focus on technology solutions that enable connectivity and enhance customer experiences.

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

Competitor 1: "<https://carees.infosy.com>" The USP or unique selling proposition of Infosys lies in it being the second largest Indian IT company. Infosys' mission is, "To achieve our objectives in ...Political: EconomicalSocial: Technological. mail Marketing: Email campaigns are often used to nurture leads, deliver personalized content, and share product or service updates. Infosys might use email marketing to keep clients informed and engaged.

Competitor 2: <http://www.careers.wipro.com> "As of my last update in September 2021, Wipro is a global IT consulting and services company. While I don't have access to real-time data, I can provide some potential unique selling propositions (USPs) and digital marketing strategies that Wipro could use to stand out in the market. Keep in mind that the company's actual USPs and strategies might differ and evolve over time.

Communication :inactive Content: Engaging interactive content like quizzes, assessments, and calculators could be used to attract and retain the audience's attention.Remember that the specific strategies Wipro adopts may change or expand based on market trends, technological advancements, and their target audience's preferences. For the most current and accurate information on Wipro's digital marketing communications, it's best to refer to their official website and social media channels or recent updates in the marketing industry.

Competitor 3:<https://www.tcsion.com>" Global Reach and Expertise: TCS has a vast global presence with a diverse talent pool and expertise in multiple industries. Its USP could be its ability to provide digital marketing solutions tailored to different markets and industries, leveraging its extensive experience and knowledge.

Communication : Virtual Reality (VR) and Augmented Reality (AR): Depending on the context of their services, TCS might explore VR or AR technologies to create immersive experiences or solutions.

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

- **Buyer's/Audience's Persona**: Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.
- **Target Audience : Technology Partners**: Tech Mahindra collaborates with technology partners, including leading software vendors and hardware manufacturers, to deliver comprehensive solutions to their clients. Demogr
- **Demographics Audience : Educational Background**: Tech Mahindra hires individuals with various educational backgrounds, including computer science, engineering, business administration, finance, and other related fields. They also value candidates with specialized certifications and advanced degrees in specific domains.
- **Psychographics Audience : Global-Minded Professionals**: Given Tech Mahindra's global presence, their audience might consist of professionals who have a global mindset and are open to collaborating with teams from different cultural backgrounds and regions.
- **Behaviros Audience :Purchase Behavior**: If applicable, how often and what type of services or products the audience purchases from Tech Mahindra. Feedback behavior How the audience provides feedback or reviews, either directly to Tech Mahindra or through public platforms.
- **Interests Audience : Technology and Innovation**: Tech Mahindra's audience is likely to have a keen interest in the latest technology trends, innovations, and advancements in areas such as artificial intelligence, cloud computing, Internet of Things (IoT), cybersecurity, and data analytics.

Part 2: SEO & Keyword Research

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Improve Your Site With Our DIY SEO Tool

Review unlimited 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.

Helping Business Owners promote their websites the affordable way.

Login Now - DIY SEO

Recommendations

Toggle: On-Page SEO Links Other Improvements Social Performance Usability

- 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

90°F Partly sunny Search ENG IN 12:00 PM 7/26/2023

SEO Optimizer Website CRL Quick Audit Features Pricing Resources Login Premium New Trial

Add Canonical Tag	OnPage SEO	Low Priority
Improve site load speed	Performance	Medium Priority
Update Link URLs to be more human and Search Engine readable	Code	Low Priority
Add Alt attributes to all images	OnPage SEO	Low Priority
Use your main keywords across the important HTML tags	OnPage SEO	Low Priority
Make use of HTTP2+ protocol	Performance	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	CoreWebVitals	Low Priority
Optimize your page for Desktop PageSpeed Insights	CoreWebVitals	Low Priority

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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 but could be improved. Further, On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and aligns best content to target keywords.

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Title Tag

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

Tech Mahindra | Connected World, Connected Experiences

Length: 54

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 text block in search results.

SERP 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/en-in/?r=148368075>

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.

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text-mahindra	✓	✗	✓	47	<div></div>
know more tech	✗	✗	✗	12	<div></div>
digital transformation	✗	✗	✓	18	<div></div>
generation x	✗	✗	✗	8	<div></div>
press release	✗	✗	✗	8	<div></div>
tech-mahindra's know	✗	✗	✗	8	<div></div>
mahindra's know	✗	✗	✗	8	<div></div>
edge computing	✗	✗	✗	7	<div></div>

Amount of Content

Your page has a good level of initial content, which will assist with its ranking potential.

Word Count: 2135

Image Alt Attributes

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

We found 148 images on your page and 142 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

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Show details

Canonical Tag ✗

Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

Relindex Tag Test ✓

Your page is not using the Relindex Tag which prevents indexing.

Relindex Header Test ✓

Your page is not using the Relindex Header which prevents indexing.

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

Your page successfully redirects to a HTTPS SSL secured version.

Robots.txt ✓

Your website appears to have a robots.txt file.

<http://www.technicalminds.com/robots.txt>

Blocked by Robots.txt ✓

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Blocked by Robots.txt ✓

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ✗


We have not detected or been able to retrieve a XML Sitemap. Be successful.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Create it yourself with our free tool: [XML Sitemap 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

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Top Keyword Rankings

This shows your top 10 keyword rankings at the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
technical	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
technicalminds	India	1	105,000	32,160
best fit	India	1	40,000	13,048
good fit	India	1	40,000	13,048
hangs with naturally	India	1	40,000	13,048

[View Keyword Rankings](#)

Total Traffic from Search

This shows you the Estimated Traffic volume your page receives from its Keyword Rankings.

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916,551

Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your keyword rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 10% of traffic happens on the first page.

Position	Keywords
Position 1	790
Position 2	123
Position 10	611
Position 11-20	991
Position 21-30	1,471
Position 31-100	20,418

Links

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Links

Number of Backlinks

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

Sign up - Free Trial

On-Page Link Structure

We found 259 total links. 14% of your links are external links and are sending authority to other sites. 0% of your links are nofollow 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, file names, code strings and special characters.

Show details

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Create White Label PDFs

Examples

Website Report for website.com

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. Download PDF Report.

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

Generate PDF Report

SEOptimer

Usability

Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and retention rate. Usability issues can indirectly affect your search engine rankings.

D-

Device Rendering

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

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Create White Label PDFs

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Features

Pricing



Resources

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Device Rendering

The most easily demonstrated way your page renders on different devices, it's 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

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

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

Largest Contentful Part (LCP)
2.5
4
4.5s

First Input Delay (FID)
100
300
30ms

Cumulative Layout Shift (CLS)
0.1
0.25
0.07

Use of Mobile Viewports

Your page specifies a viewport matching the device it is on, 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.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed tests (located in that reporting location) to 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.

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100
300
30ms

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Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's European Web Interface as that reporting localises to 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.

24

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5s	Serve images in next-gen formats	51.35s
Speed Index	14.5s	Properly size images	28.97s
Largest Contentful Paint	12.4s	Efficiently encode images	12.99s
Time to Interactive	18.6s	Reduce unused JavaScript	2s
Total Blocking Time	1.79s	Avoid multiple page redirects	1.29s
Cumulative Layout Shift	0.228	Serve efficient images	0.73s
		Reduce unused CSS	0.5s
		Eliminate render-blocking resources	0.22s
		Minify CSS	0.17s

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

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

74

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.9s	Serve images in next-gen formats	8.55s
Speed Index	6.4s	Properly size images	4.92s
Largest Contentful Paint	1.9s	Efficiently encode images	2.13s
Time to Interactive	2.7s	Avoid multiple page redirects	0.71s
Total Blocking Time	0.08s	Eliminate render-blocking resources	0.65s
Cumulative Layout Shift	0.05s	Reduce unused JavaScript	0.4s

Flash Used!

No Flash content has been identified on your page.

Frames Used!

There are no Frames detected on your page.

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Flash Used?

No Flash content has been identified on your page.

✓

Frames Used?

There are no Frames detected on your page.

✓

Tabicon

Your page has specified a favicon.

✓

Email Privacy

No email addresses have been found in plain text on your page.

✓

Legible Font Sizes

There is some text on your page that is small and may not be legible enough for portable users.

✗

We recommend removing all text on your page in different devices to ensure that it is of appropriate size.

Show details

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user's easily tap on a smartphone.

✓

Performance Results

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F

Your performance needs improvement

Your page's performance has serious issues that may be adversely affecting users. Performance is important to ensure a great user experience, and reduced bounce rates which can also indirectly affect your search engine rankings. We recommend addressing the highlighted factors below.

Page Speed Info

Your page loads slowly.

✗

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. Review and optimize technical resources to investigate.

Server Response

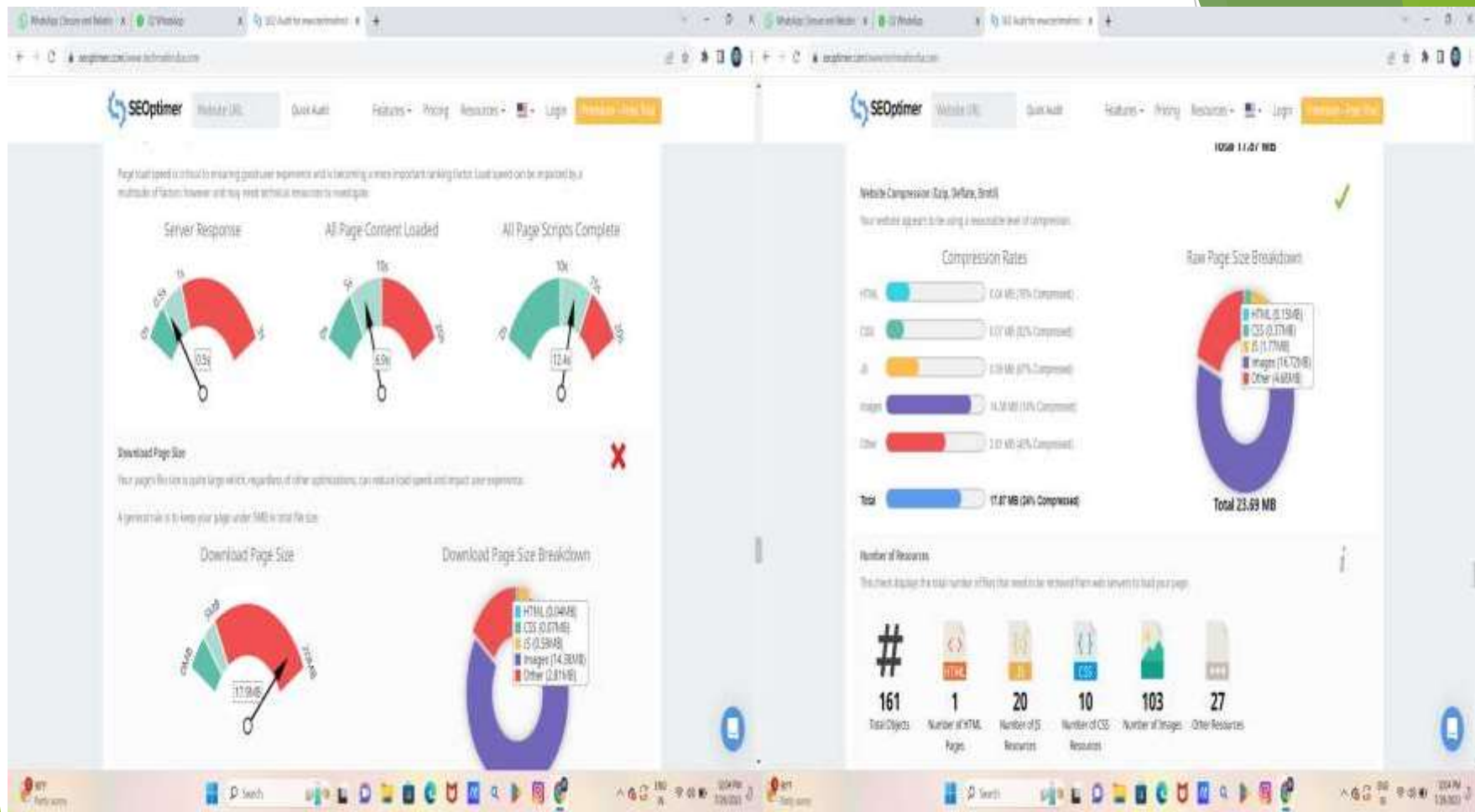
All Page Content Loaded

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.

✗



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Large resources image page (H1)

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+ or 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

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Inline styles are an older coding practice and discouraged in favor of using CSS stylesheets, due to their ability to degrade page load performance and unnecessarily complicate HTML code.

Show details

Social Results

A+

Your social is very good!

Organisations, 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 further use of social campaigns to grow this further.

Facebook Connected

Your page has a link to a Facebook Page.

Facebook Open Graph Tags

Your page missing Facebook Open Graph Tags.

Show details

Party name

Search

1:04 PM 11/06/20

Party name

Search

1:04 PM 11/06/20

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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 detected a Facebook Pixel on your page

✗

Facebook's Pixel is a small piece of analytics code that allows you to manage visitors if you decide to use Facebook Ads in the future

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 a good number of YouTube channel subscribers

✓

11,200 Followers

1,054,816 View Count

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

Local SEO

87% Ready score

Search

10:44 PM 1/30/2023

87% Ready score

Search

10:44 PM 1/30/2023

Whiskey (Secure and Reliable) x 2 WhatsApp x 30 Audit for seooptimizer x +

seooptimizer.com/www/technolabid.com

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Local SEO

Local Business Schema

No Local Business Schema identified on the page.

Google Business Profile Identified

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

Sign Up - Free Trial

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
AWS	3.11
CDN	
Cloudflare	
Fancybox	
Font Awesome	
Google Analytics	
Google Tag Manager	
HTTPS	
JQuery	
jQuery	

Whiskey (Secure and Reliable) x 2 WhatsApp x 30 Audit for seooptimizer x +

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Technology Results

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AWS	3.11
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Google Tag Manager	
HTTPS	
JQuery	
jQuery	



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Google Analytics



Google AdSense



LinkedIn Ads



LinkedIn Insight Tag



OneTrust



reCAPTCHA



Slack

1.80



Ungroup

Server IP Address

202.143.186.29

DNS Servers

gpld.servers.net
fgpld.servers.net
mgpld.servers.net
agpld.servers.net
agpld.servers.net
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agpld.servers.net



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Slack

1.80



Ungroup

Server IP Address

202.143.186.29

DNS Servers

gpld.servers.net
fgpld.servers.net
mgpld.servers.net
agpld.servers.net
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Review Child Pages

No Sub-Pages Found

Windows (Secure and Reliable) x Windows x SEO Audit for www.techmahindra.com x

seooptimizer.com/audit/www.techmahindra.com

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light-servers.net
light-servers.net
light-servers.net
light-servers.net
light-servers.net
light-servers.net

Review Child Pages

No Sub-Pages Found

Embed an Audit Tool into your Agency's Site

Match your website's styling and colors. Show your customer a beautiful branded report. Get real-time insights straight to your inbox.

Learn More - Embedded

SEOoptimizer

100% Party worry

Windows (Secure and Reliable) x Windows x SEO Audit for www.techmahindra.com x

seooptimizer.com/audit/www.techmahindra.com

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You can only run audits for Sub-Pages on the **Premium Plans**. Your report will default to showing the report for the subpage:

Indexing Website - 100% Complete

Audit Results for www.techmahindra.com

C-

Your page could be better

Recommendations

100% Party worry

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.

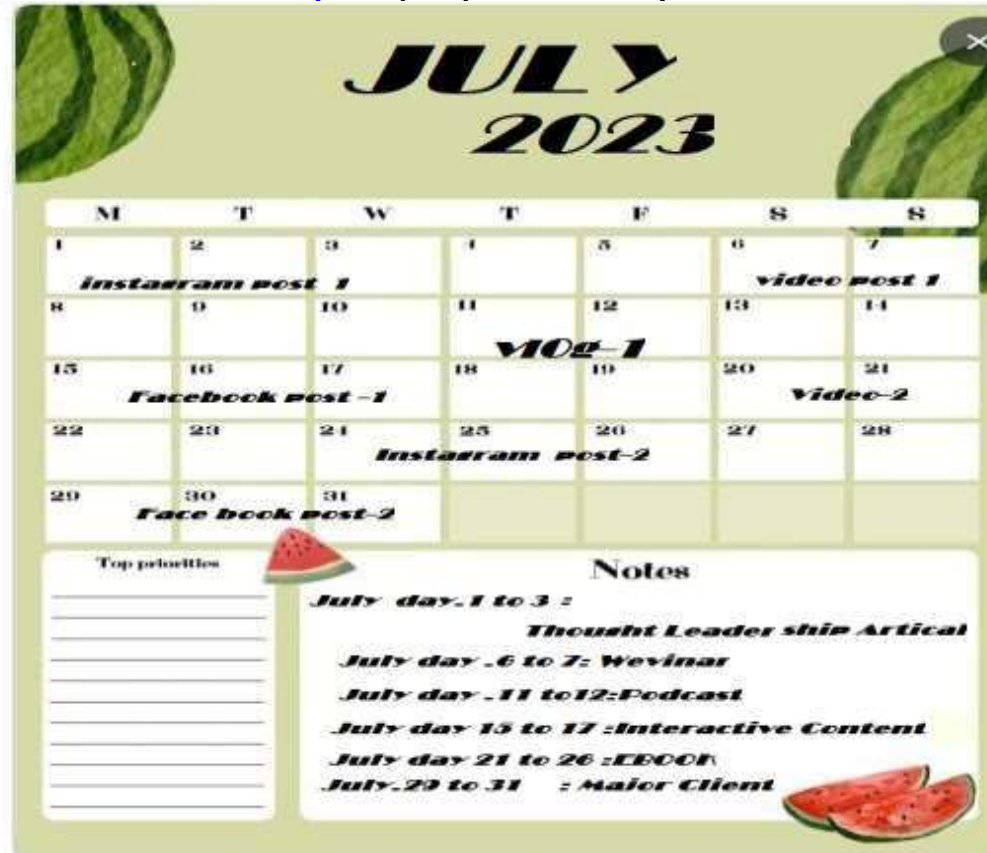
Algorithm Changes: Search engines regularly update their algorithms, which can impact keyword rankings and visibility, making it crucial to stay up-to-date with industry trends.

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.

Part 3: Content Ideas and Marketing Strategies

Content Calendar Example (Try creating a table for the month of July)



Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.
- Understanding the Audience: The first step in any content and marketing strategy is to understand the target audience. Tech Mahindra caters to a diverse clientele, including businesses of various sizes and industries. Therefore, identifying the specific pain points, needs, and preferences of each segment is essential for crafting relevant and engaging content. Challenge: Tech Mahindra operates in a rapidly evolving tech landscape, which means their audience's preferences and requirements are continually changing. It can be challenging to keep up with the shifting demands and expectations.
- Lesson Learned: Tech Mahindra should invest in analytics tools and establish clear KPIs to track the performance of different marketing initiatives and make data-driven decisions. In conclusion, content ideas and marketing strategies are instrumental in Tech Mahindra's growth and success. By understanding the audience, creating compelling content, leveraging digital platforms, establishing thought leadership, and measuring success, Tech Mahindra can overcome challenges and continually improve its marketing efforts. Adaptability and a focus on client needs are key lessons learned for Tech Mahindra to stay competitive in the ever-evolving tech industry.

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

Post Creation: .

FORMAT 1:NEWS PAPER

I apologize, but as an AI language model, I don't have access to real-time information, including the latest newspaper articles beyond my last update in September 2021. Therefore, I cannot provide you with a specific newspaper article about Tech Mahindra that might have been published after that date. However, Tech Mahindra is an Indian multinational technology company that provides IT services and solutions to various industries. If you are interested in recent news about Tech Mahindra, I recommend searching for reputable news sources or visiting the official website of the company to find the latest updates and articles related to their activities.

FORMAT 2: BLOG

However, you can easily access Tech Mahindra's official blog by visiting their website and navigating to the "Blogs" section. Tech Mahindra is a prominent Indian multinational technology company that offers information technology and business process outsourcing services to various industries. If you have a specific topic or question related to Tech Mahindra, I'd be more than happy to try and assist you based on the information available up to my last update in September 2021.

FORMAT 3: VIDEO

<https://www.techmahindra.com/en-in/alliance/microsoft-partnership>

FORMAT :1

Tech Mahindra Q2 net profit surges 27%

ROMITA MAJUMDAR
Mumbai, 30 October

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 ₹86.30 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 \$1,218 million missing most estimates of around 1-1.5 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 10% plus 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 ₹13.5 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.

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

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

greater demand for network modernisation and 5G implementation opportunities.

"As expected, telecom (nearly 42 per cent of sales in Q2FY19) saw growth revival, and grew 4.3 per cent q-o-q in dollar terms. However, higher-

than-expected de-growth in enterprise business (nearly 58 per cent of sales; down 4 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 22.2 per cent and half of TCS at 10 per cent).

TECH
mahindra
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/alliance...>

Leveraging Next-Generation
Technology with
Microsoft

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>

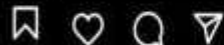
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story



arisettyanusha #tech might who found an extremely scenes of belong the from the day

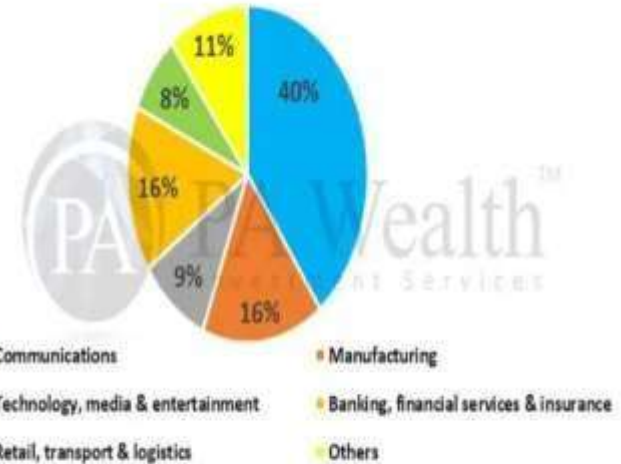
15 seconds ago



arisettyanusha A young invokers taking center stages at tech Mahindra

9 seconds ago

Tech Mahindra - Revenue by Vertical (FY21)



arisettyanusha Celebrating the talent, skills and ideas that young people's bring the trasform the world

22 seconds ago

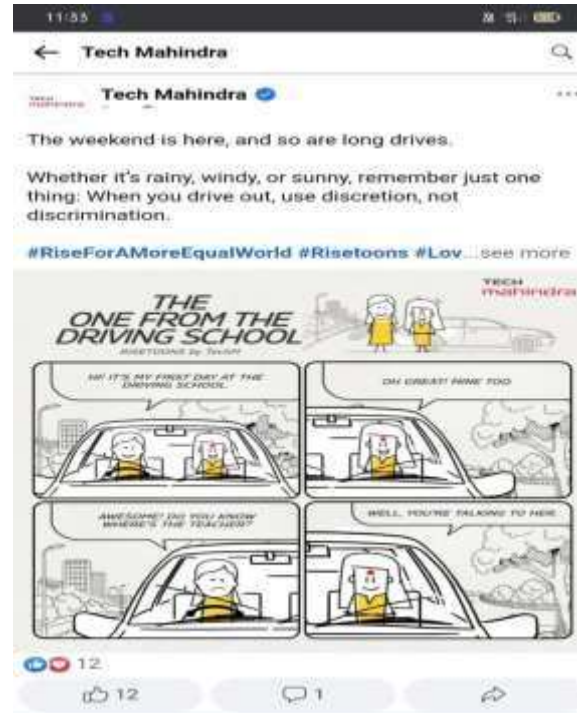
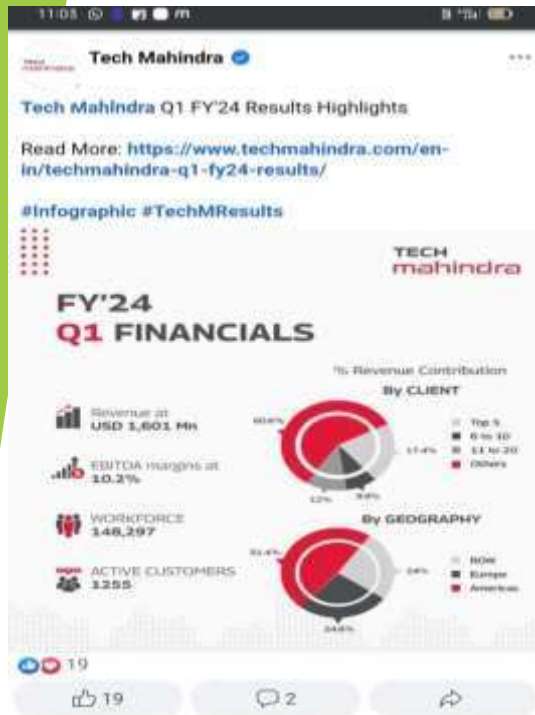
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing



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

Social Media Ad Campaigns



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

GENERATING LEADS :

However, I can provide you with some general information about generating leads and conducting sales in the context of Mahindra or any other company:

DRIVING WEB SITE TRAFFIC

As of my last update in September 2021, there was no specific information available about "Tech Mahindra traffic" that pertains to any traffic-related issues or events involving the company Tech Mahindra

BRAND AWARENESS:

Mahindra is a prominent Indian multinational conglomerate with a diverse business portfolio. The company was founded in 1945 and has since grown to become one of India's largest and most respected business groups. Let's delve into various aspects to raise awareness about Mahindra:

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

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

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

Email Ad Campaign 2 - Lead Generation



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

Keeping up with the rapidly evolving technology landscape: The technology industry is constantly changing, with new developments, tools, and trends emerging regularly. Content creators need to stay up-to-date and ensure their content reflects the latest information and advancements.

Analytics and data-driven decisions: Utilize data analytics to understand the performance of content. Insights from data can guide content creation and curation decisions, helping to focus efforts on what works best.

Adaptability and agility: The technology landscape changes rapidly, and content creators must be adaptable to is embrace emerging technologies, platforms, and formats.

It's essential to note that Tech Mahindra's specific challenges and lessons may differ based on their industry focus,

Two target market, and business objectives. To get precise insights into their experiences, it would be best to refer to Tech Mahindra's own documentation, case studies, or statements from their content team or representatives.

THANKS

Its Not Just About Being Better .Its About Being Different .
You Need Give Peoples A Reason to Choose Yours
Business