

WORK TEAM PROJECT

TECH MAHENDRA

S.V. UNIVERSITY

Team Leader:

- S. Harika

Team Members:

- B. susmitha
- B. keerthana

What is Digital Marketing

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct lumped. Oddly, television is usually lumped in with traditional marketing.



Advantages of digital marketing:

- ✓ Global reach.
- ✓ Cost efficiency.
- ✓ Measurable Results.
- ✓ Effective targeting.
- ✓ Flexibility.
- ✓ Increased engagement.
- ✓ Improved Conversion rate.
- ✓ Social currency.

Disadvantages of digital marketing:

- ✓ High Competition.
- ✓ Time-Consuming.
- ✓ Security and Privacy Issues.
- ✓ Dependability on Technology.
- ✓ Inaccessibility.

Introduction to Tech Mahindra:

- ★ Tech Mahindra is an Indian multinational information technology services and consulting company.
- ★ Part of the Mahindra Group, the company is headquartered in Pune and has its registered office in Mumbai.
- ★ Tech Mahindra[7][8] has over 146,000 employees across 90 countries.
- ★ The company was ranked #5 in India's IT firms and overall No. 47 on Fortune India 500 list for 2019.
- ★ On 25 June 2013, Tech Mahindra announced the completion of a merger with Mahindra Satyam.
- ★ Tech Mahindra is one of the top Big Tech (India) companies.[11] Tech Mahindra has 1,262 active clients as of June 2022.

History:

Mahindra & Mahindra started a joint venture with British Telecom in 1986 as a technology outsourcing firm. At that point in time the company was named Mahindra British Telecom (MBT). Later it was renamed as Tech Mahindra. British Telecom initially had around a 30 percent stake in Tech Mahindra.



In December 2010, British Telecom sold 5.5 percent of its stake in Tech Mahindra to Mahindra & Mahindra for Rs. 451 crore.[12] In August 2012, British Telecom sold 14.1 percent of its stake to institutional investors for about Rs. 1,395 crore. In December 2012, British Telecom sold its remaining 9.1 per cent (11.6 million shares) shareholding to institutional investors for a total gross cash proceeds of Rs. 1,011.4 crores. This sale marked the exit of British Telecom from Tech Mahindra.

Tech Mahindra Partnership:

1. Tech Mahindra has entered into partnership with Microsoft for the launch of unified workbench on Microsoft Fabric.
2. The workbench will help organizations accelerate adoption of Microsoft Fabric and enable them to create complex data workflows with a simple to use interface.
3. This collaboration will combine Tech Mahindra's Intellectual Properties (IPs) with Microsoft Fabric

capabilities, to help customers fast-track their data-to-insight journey and improve business agility.

Where is Tech Mahindra headquartered?

- Part of the Mahindra Group, the company is headquartered in Pune and has its registered office in Mumbai.
- Tech Mahindra has over 146,000 employees across 90 countries.
- The company was ranked #5 in India's IT firms and overall No. 47 on Fortune India 500 list for 2019.

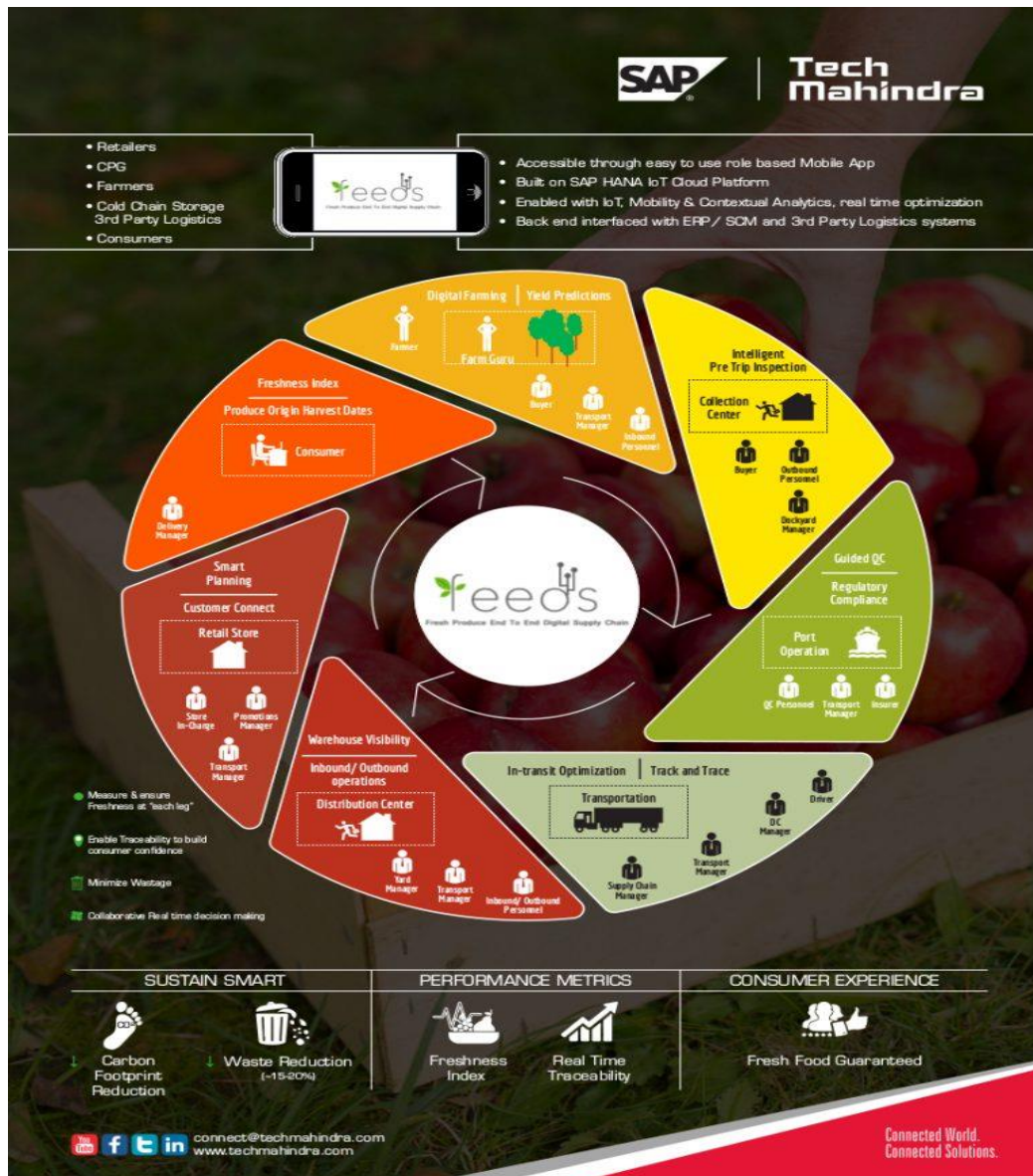
What are the 7 pillars of Tech Mahindra:

- Rise for a more equal World. Climate change. Inclusion. Ethics.
- Rise to be Future Ready. customer-Focused. Technology. Innovation.
- Rise to Create Value Entrepreneurship. Scale. Impact.

What are the Tech Mahindra Products:

- Counterfeit Detection. Spotting Counterfeits in supply Chain and retail outlets through authentication of genuine products.
- Smart IOT Devices.
- Smart D2C Equipment

- Personalized Experiences.
- Artwork and pack Management.
- Immersive Experience.



Tech Mahindra Logo :

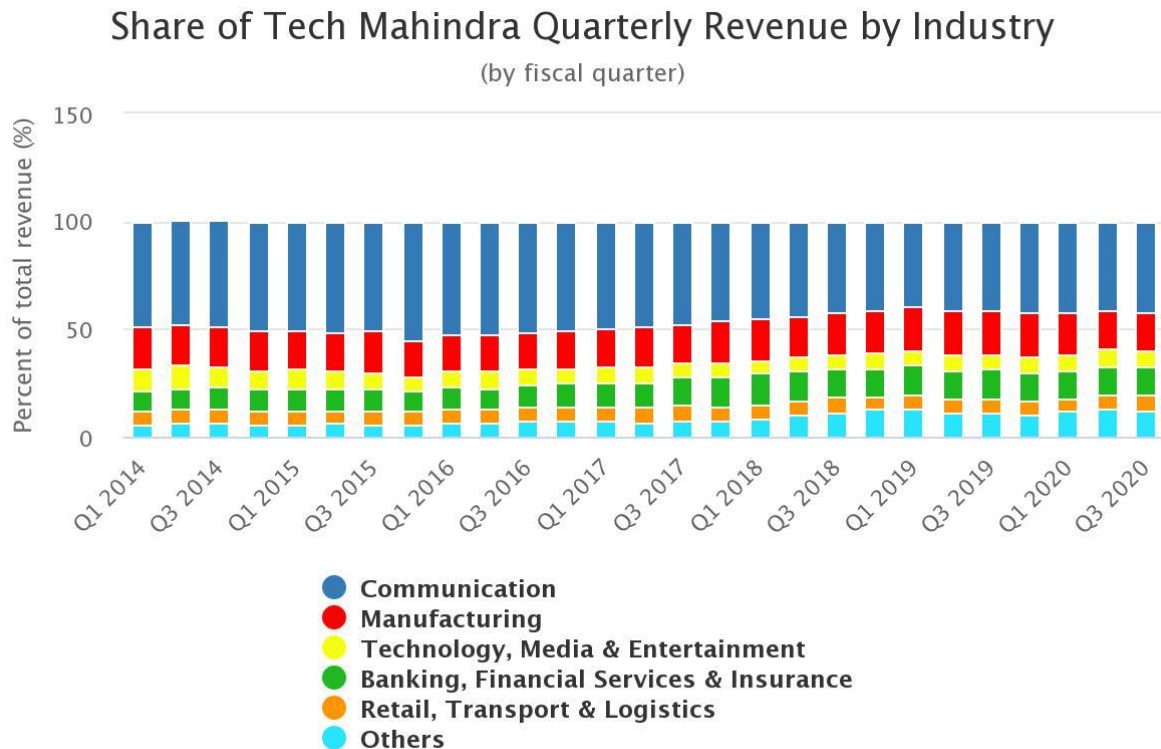


We promised memorable and meaningfully connected experiences for a world that's connected by purpose, people, and passion! The tech Mahindra logo is a word mark with two colours. The logos word mark is fully Customised Font.

Tech Mahindra Prices:

Tech Mahindra Ltd. has an Average Target of 1238.89. The consensus Estimate represents an upside of 3.60% from the last price of 1195.80. view 29 reports from 10 analysts offering long term price targets for tech Mahindra Ltd.

Similar to 2024, experts Projects a bullish to moderately bullish outlook for tech Mahindra (TECHM)share price in 2025.however, Remember, those are predictions, and the actual price could significantly differ. price targets:1,500 to 1,800. With some outliers reaching as high as 2,431.47.



© Dazeinfo / Data Source: Tech Mahindra Ltd.

How many Tech Mahindra jobs are there in India?

- ★ Today's top 1,000+ Tech Mahindra jobs in India.
Leverage your professional network, and get hired.
New Tech Mahindra jobs added daily.

Tech Mahindra overview

- Mumbai, India
- 10000+ Employees
- **30 Locations**
- Type: Company - Public (TECHM)
- Founded in 1986
- Revenue: \$5 to \$10 billion (USD)
- **Information Technology Support Services**

Competitors: Infosys, Wipro, Tata Consultancy services
Create comparison

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 118,390+ professionals across 90 countries, helping over ... Read more

Mission: At Tech Mahindra, we live the philosophy of “Connected World. Connected Experiences.” We appreciate that the new revolution is powered by the intelligent symphony of solutions designing “experiences”. With the ever-growing importance of technologies and platforms, only those who can create and sustain world class experiences through them will thrive.

Diversity and Inclusion:

Company Confidential | Copyright © 2024, Tech Mahindra.
All rights reserved. Policy on Equal Employment, Diversity and Inclusion HR-PO002, Ver 2.6 POLICY ON EQUAL EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002 | 2.6 Page 2 of 9 Table of Contents
EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002 | 2.6

1.OBJECTIVE

This document summarizes the employment policies and procedures applicable to personnel at Tech Mahindra. Tech Mahindra (here in after referred to as Company) is an equal opportunity employer. The company promotes and supports

a diverse workforce at all levels of the company. We believe that Diversity and Inclusivity (D&I) at workplace is an instrument for growth and we value and celebrate the uniqueness of every individual by fostering an environment of inclusion and empowerment. Towards this we also ensure all our policies and practices are compliant and aligned to all applicable laws and regulations specific to diversity and inclusion

2.INTRODUCTION

The Company considers its associates to be its most important resource and is committed to treating all associates with dignity and respect. In each location where the Company conducts business, it complies with local laws governing the employment relationship. Additionally, the Company is committed to creating and executing policies and processes in compliance with the spirit and scope of diversity and inclusion throughout its global organization. 3.DIVERSITY AND INCLUSION - SCOPE The Company believes that creating a work environment that enables us to attract, retain and fully engage diverse talents leads to enhanced innovation and creativity in our service and a better understanding of our diverse client base. The Company ensures that its associates or potential hires, third-party support staff and suppliers are not unlawfully discriminated against, directly or indirectly, as a result of color, their creed, race, nationality, ethnic or national origin, connections with a national minority, marital or civil partnership status, pregnancy, age, disability, religion, or similar philosophical belief, sexual orientation, gender or

gender reassignment or trade union membership etc. and will never tolerate harassment in any form. The Diversity and Inclusion Head shall ensure implementation of this policy.

POLICY STATEMENT The Company's philosophy is to build Inclusion and implement the diversity policy through Diversity and Inclusion Councils, which are committed to encouraging and embracing our employees' differences. The Company is committed to providing a diverse workforce and inclusive workplace.

1) Creating a safe and secure work environment that is free from any discrimination which includes but is not limited to our policy of zero tolerance to sexual harassment.

2) Having a robust framework to attract, engage and retain talent of all ages, genders, nationalities, and abilities.

3) Building and fostering diversity of:

i) Gender - focused initiatives that help us attract and retain talented women professionals through efforts spanning workplace practices, flex time practices, safe travelling, zero tolerance on sexual harassment, and other support geared to facilitate smooth on-boarding / re-absorption of women after career breaks.

ii) Generational- targeted to ensure associates of multiple generations co-exist and develop as per individual aspirations and expectations.

iii) Differently abled- enable equal opportunities for differently abled professionals (also known as persons with disabilities) with initiatives aimed at an inclusive approach and ensuring equal opportunity.

iv) Culture and Nationalities- Programs, policies, and initiatives to promote cultural acclimatization of associates and inclusion across all countries through localization of talent, policies, learning interventions on cultural integration, cultural sensitivity trainings and other support.

v) LGBTQ+ - We are inclusive and supportive to colleagues across the broad spectrum of sexuality and gender identity.

vi) Board of Directors: Board appointments are based on merit that complements and expands the skills, experience, expertise of the Board as a whole, taking into account knowledge, professional experience, qualifications, gender, age, cultural, educational background, statutory / regulatory requirement and any other factors that might be relevant and applicable from time to time for it to function effectively. The company inter alia also has a diversity policy for the Board of Directors, for which the policy 'Governance policy for Board, Key Management Personnel and Senior Management' has been approved by the Board.

4.DIFFERENTLY ABLED (PERSONS WITH DISABILITIES)

Tech Mahindra is an equal opportunity employer and strongly endorses the right of equal opportunity for associates who are differently abled. In particular, the

Company commits to carrying out the provisions of the recently enacted Rights of Persons with Disabilities Act, 2016 (“Act”) in letter and spirit including providing specific opportunities in identified positions where they could be employed. While this act applies to India, the Company is committed to ensuring compliance with any and every Act applicable to associates who are differently abled. Company would also provide to them necessary facilities, amenities and training to support them as appropriate and enable them to effectively discharge their duties for which they are employed. The disabilities under consideration for associates are as specified by applicable Acts. The Company adopts a transparent selection process based on merit and without any bias to disabilities of the prospective candidate.

Infrastructure will be enabled to the extent feasible so that associates with disabilities will have a barrier-free access to common facilities including physical environment, transportation, information and communications including technologies and systems for persons with disabilities. In addition, the Company shall conduct and promote awareness campaigns and sensitisation programmes through appropriate means among business teams specifically to build inclusion and support. Associates in India will need to confirm their disability for consideration in above programs with appropriate documentation including Certification from appropriate medical / government authorities. To obtain the POLICY ON EQUAL EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002 | 2.6 Page 5 of 9 same,

associates will need to apply via Form IV and required proofs as per process published by the relevant Government(s)

5.HUMAN RIGHTS

We are committed to treating those engaged with our Company with dignity and respect. We strive to respect and promote human rights across all our global sites in accordance with the UN Guiding Principles (UNG) on business and human rights in our relationships with our stakeholders.

6.HIV/AIDS

“AIDS” means Acquired Immune Deficiency Syndrome, a condition characterized by a combination of signs and symptoms, caused by Human Immunodeficiency Virus, which attacks and weakens the body’s immune system making the HIV-positive person susceptible to life threatening conditions or other conditions, as may be specified from time to time.

“HIV” means Human Immunodeficiency Virus. “HIV-affected person” means an individual who is HIV-positive or whose partner (with whom such individual normally resides) is HIV-positive or has lost a partner (with whom such individual resided) due to AIDS. “HIV-positive person” means a person whose HIV test has been confirmed positive

6. Specific Provision

- Rights of employees

who are HIV-positive - HIV positive associates will be protected against discrimination, victimization, or harassment. Company disciplinary and grievance procedures shall apply equally to all associates, as will the provision of information and education about HIV and AIDS.

- **Employment**

opportunities and termination of employment - No associate should suffer adverse consequences, whether dismissal or denial of appropriate alternative employment opportunities, merely on the basis of HIV infection.

- **Confidentiality**

The Company recognizes the sensitive issues that surround HIV/AIDS and undertakes to handle matters in a discreet and private manner. Where an associate with HIV has revealed his or her status to management, the Company will keep the identity of such person confidential. However, in line with the Company philosophy on the virus, the associate will be encouraged to be open about his or her HIV status.

- **The promotion of associates' well-being**

The Company will treat associates who are infected or affected by HIV/AIDS with empathy and care. The Company will provide all reasonable assistance which may include counselling, time off, sick leave, and information regarding the virus and its effect

- **Work performance and reasonable accommodation**

It is the policy of the Company to respond to the changing health status of associates by making reasonable

accommodation in the workplace for those POLICY ON EQUAL EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002 | 2.6 Page 6 of 9 infected with HIV.

Associates may continue to work as long as they are able to perform their duties safely and in accordance with accepted performance standards. If an associate with AIDS is unable to perform his or her tasks adequately, the manager or supervisor must resolve the problem according to the company's normal procedure on poor performance/ill health. "Reasonable Accommodation" means minor adjustments to a job or work that enables an HIV-positive person who is otherwise qualified to enjoy equal benefits or to perform the essential functions of the job or work, as the case may be.

- Healthcare

Company will guide associates living with HIV/AIDS to find appropriate medical services in the community, as well as counselling services, professional support and self-help groups if required. Reasonable time off will be given for counselling and treatment. 6.3 Awareness and Education

- Appropriate awareness

The education programs will be conducted to inform associates about AIDS and HIV which will enable them to protect themselves and others against infection by HIV.

- The company recognizes

the importance of involving associates and their representatives in the planning and implementation of

awareness, education, and counselling programs, especially as peer educators and counsellors.

- Training shall be arranged

for key staff including managers, supervisors, and personnel officers; union representatives; trainers of trainers; peer educators; and occupational safety and health officers. 6.4 Discrimination Associates living with HIV/AIDS will be treated no less favorable than staff with any other serious illness/condition in terms of statutory and company benefits, workplace compensation, where appropriate, and other available services. Company will not discriminate or tolerate discrimination against associates or job applicants on any grounds, including HIV status. While Company recognizes that there are circumstances unique to HIV infection, this policy rests on the principle that HIV infection and AIDS should be treated like any other serious condition or illness that may affect employees. The Company's commitment to maintaining a safe and healthy work environment for all associates is based on the recognition that HIV is not transmitted by casual contact.

7.REMUNERATION PHILOSOPHY

Tech Mahindra is an equal opportunity employer and values Diversity, Equity and Inclusion. Providing a work environment free from any form of unlawful or unprofessional discrimination and complying with all applicable laws prohibiting discrimination against any applicant or associate

is core to the company. Our remuneration philosophy is designed to maintain pay parity across the workforce. The compensation fitment is based on purely on qualifications, experience, band, job requirements, location, performance and POLICY ON EQUAL EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002 | 2.6 Page 7 of 9 skills without any bias on account of gender, caste, colour, ethnicity, nationality, religion, disability, sexual orientation etc. Principle of equal opportunity is embedded in all our policies and personal actions, including but not limited to recruitment, hiring, promotion, transfer, compensation, benefits, training and education

8.ABOLITION OF MODERN SLAVERY

Tech Mahindra's philosophy is to respect and promote human rights and as part of this, we are committed to addressing modern slavery in our business, operations, and supply chains. We exhibit zero tolerance towards all facets of modern slavery, as elaborated under the Modern Slavery Act, 2015, Commonwealth Modern Slavery Act, 2018, the UN Declaration of Human Rights and the conventions of the International Labour Organisation. Our commitment to eradicate modern slavery is also articulated in our Modern Slavery statement which is available on our website.

9.PREVENTION OF SEXUAL HARASSMENT

The Company's Policy on Prevention of Sexual Harassment aims at bringing 'zero tolerance' policy on any act of sexual harassment / any discrimination based on sex and promote a

work environment that encourages mutual respect, promotes respectful and congenial relationships between Associates, and is free from all forms of sexual harassment to any Associate or applicant for employment by anyone including vendors, or customers. Sexual Harassment is a form of discrimination which includes a range of behaviour from seemingly mild transgressions and annoyances to actual sexual abuse or sexual assault and will not be accepted in any form or manner. Sexual harassment includes conduct of associates, managers, vendors and / or customers who engage in verbally or physically harassing behaviour, which has the potential for humiliating or embarrassing an associate of the Company. According to Tech Mahindra's Policy on Prevention of Sexual Harassment, everyone in the Company is responsible for assuring that a workplace free of sexual harassment is maintained. We are committed to maintaining a lawful, pleasant work environment where all Associates can effectively perform their work without interference of any type and requests the assistance of all Associates in this effort. All Company supervisors and managers are expected to adhere to the Company's policy on Prevention of Sexual Harassment Policy. Any sexual harassment complaint regarding incidents experienced personally or incidents observed in the workplace can be raised at posh@techmahindra.com for the POSH committee to examine and address. POLICY ON EQUAL EMPLOYMENT, Company-Confidential DIVERSITY & INCLUSION HR-PO002

10.CORPORATE

GOVERNANCE FRAMEWORK We operate within a corporate governance framework that is underpinned by our vision and values which aims at securing the human life of all individual associates. A key function of our corporate governance framework is the identification, management and mitigation of any risks meted out to the associates under the current working environment. The Company is dedicated to creating a fair and transparent work environment with mutual respect for all. Corporate governance framework followed by the Company is well established and externally benchmarked. Policies such as Code of Ethical Business Conduct, Whistleblower policy, Fair Disclosure policy are available for investors, suppliers, clients, and other stakeholders. It also focuses on setting up strong value-based working atmosphere within the organization with zero tolerance related to issues violating human rights aspects. The Corporate Ombudsman is an independent management function and is primarily responsible for investigation and redressal of concerns about Integrity and non-compliance. An associate can raise a concern with the Corporate Ombudsman by

- **In person**

Complaints can also be reported verbally on telephone no. 0120-453- 4450. Verbal reports will normally be documented by the Corporate Ombudsman by a written transcription of the verbal report.

11.DOCUMENT HISTORY

Version Date Author (function) Reviewed by Approved by
Nature of changes Issue 1.0 6-Dec- 2013 HR Function Head
Function Head Tech Mahindra Board Approved. First
Integrated Issue. Issue 1.1 23-Mar-2017 HR Compliance
Function Head Head HR Inclusion of Abolition of Modern
Slavery POLICY ON EQUAL EMPLOYMENT, Company-
Confidential DIVERSITY & INCLUSION HR-PO002 I 2.6 Page 9
of 9 Version Date Author (function) Reviewed by Approved by
Nature of changes Issue 2.0 01-Jul-18 Diversity & Inclusion
Team Nandini Darsini Phanindra Kuruganty Changed the
name of the Policy and Modifications to sections 1, 3, 4 & 5
Issue 2.1 1-Apr-19 HR Nandini Darsini Phanindra Kuruganty
Updated language for more clarity. 2.2 13-June-19 Diversity &
Inclusion Team Nandini Darsini Nandini Darsini Included

- **Scope inclusion**

of Third party Support Staff/ Suppliers 2.3 1-Sept-2019 HR
Nandini Darsini/ Chitersen Yadav Sudhanshu Bhatnagar
Included HIV/AIDS 2.4 12-Mar-21 Diksha Agarwal Chitersen
Yadav Sudhanshu Bhatnagar Updated Section 5 (Human
Rights) 2.5 7-Apr-23 HR Compliance Head HR Compliance
Head BCCI Included Section 7 & 9 (Equal Remuneration &
Sexual Harassment) Updated Section 5,8,10 (Human Rights,
Abolition of Modern Slavery & Corporate Governance
Framework) 2.6 8-Jan-24 HR Compliance Head HR
Compliance Head BCCI Policy Template is updated



Discover the Tech Mahindra Stock Liveblog, your ultimate resource for real-time updates and insightful analysis on a prominent stock. Keep track of Tech Mahindra with the latest details, including: Last traded price 1200.05, Market capitalization: 116766.6, Volume: 1602543, Price-to-earnings ratio 41.67, Earnings per share 28.82. Our comprehensive coverage combines fundamental and technical indicators to provide you with a comprehensive view of Tech Mahindra's performance. Stay informed about breaking news that can sway Tech Mahindra's trajectory in the market. With our expert insights and stock recommendations, make well-informed financial decisions. Join us on this journey as we explore the exciting potential of Tech Mahindra. The data points are updated as on 19-04-2024 14:22 IST

CEO:

Mahindra India has unveiled the long-awaited Bolero Neo+ in the nation. Nalinikanth Gollagunta, CEO of Mahindra and Mahindra Ltd's Automotive Sector, expressed enthusiasm about the launch, stating, "The Bolero brand has established itself as synonymous with strength and reliability among our customers, consistently surpassing performance expectations. By introducing the Bolero Neo+, we are pledging durability, enhanced features, and heightened comfort, enhancing the driving journey for both families and fleet operators.



Why should you choose Tech Mahindra for your digital transformation strategy?

- ★ Every transformation is unique in its journey, with a lot of unknown variables (including the why, what and how!) We help organizations address all

transformation variables and define their digital transformation strategy, design digital business models and organizational models.

What can Tech Mahindra do for You?

→ We help organizations address all transformation variables and define their digital transformation strategy, design digital business models and organizational models. Tech Mahindra enables these by Align stakeholders with design thinking. Help manage the change across stakeholders. Understanding the client's business strategy and market trends.

What is Tech Mahindra carexa?

➤ Carexa is Tech Mahindra's next generation customer care solution, with agent virtualization, analytics, assisted interactions and digital channels. See this video to know more. Help us find the answer to your questions by entering the details below: By clicking on the submit button, I agree with the terms & conditions

How Digital marketing Would Change Post Covid 19 Pandemic:

- The Economic impact of COVID-19 is undeniable. In the face of closures and shifting consumer behavior, businesses across the world have had to adapt to rapidly changing economic circumstances.
- Tech BPMS Digital Marketing Solutions have been designed to help you digitally transform so that you put

your audience in first place and address their needs and concerns. How Digital Marketing would change Post Covid 19 Pandemic COVID-19 is changing everything.

- As local, state, and national governments all over the world encourage people to stay in their homes, we're quickly starting to see real-life economic consequences of the coronavirus.
 - This is the new normal of social distancing and leveling the curve.
 - And it has huge impacts on people's lives as well as the economy.
 - And that means it also has massive ramifications for the online economy. Due to all these unprecedented circumstances there are still plenty of opportunities for marketers to engage with them.
 - Mobile is now the dominant way for people to communicate, to research, to shop, and to order.
 - Gaming industry ad spend has seen 25% jump in Covid -19 Scenario as more and more people are downloading games People are shopping less in stores and therefore ordering groceries and products online and via mobile Social Media Ad spending has gone up by 29%, people spending more time on social media apps There has been rise in content consumption on Streaming platforms like Netflix and Amazon Prime and other online media In the wake of cancellation of many face to face events companies are focusing on virtual events/ Webinars
- TECHM BPS TRANSFORMING
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All rights reserved. 2 Our 360 Degree Integrated Digital Marketing Offerings MARKETING CAPABILITIES SEM Search Engine Marketing On-page & off-page SEO, Keyword optimizations, Affiliate & mobile search marketing SMM Social Media Marketing Sentiment analysis, Paid advertisement, Influencer marketing, UGC, Re-marketing Marketing Operations Campaign management, banner marke

- Build and Localize app development on Android and IOS Platforms
- Develop Progressive Web apps to improve website performance
- Set – up E-commerce platform in apps
- Test apps for local use
- Mobile app user management, Identity and access management
- Integrate mobile apps with Marketing automation tools such as SFMC, Adobe Marketing Offerings:
- Drive awareness to attract targeted users to app
- Drive on-boarding process to ensure targeted audience start downloading, set up account, increase app usage
- Improve mobile app retention by; – In –app messaging – Push notifications – Loyalty Programs

SOCIO - COMPLETE SOCIAL MEDIA MANAGEMENT

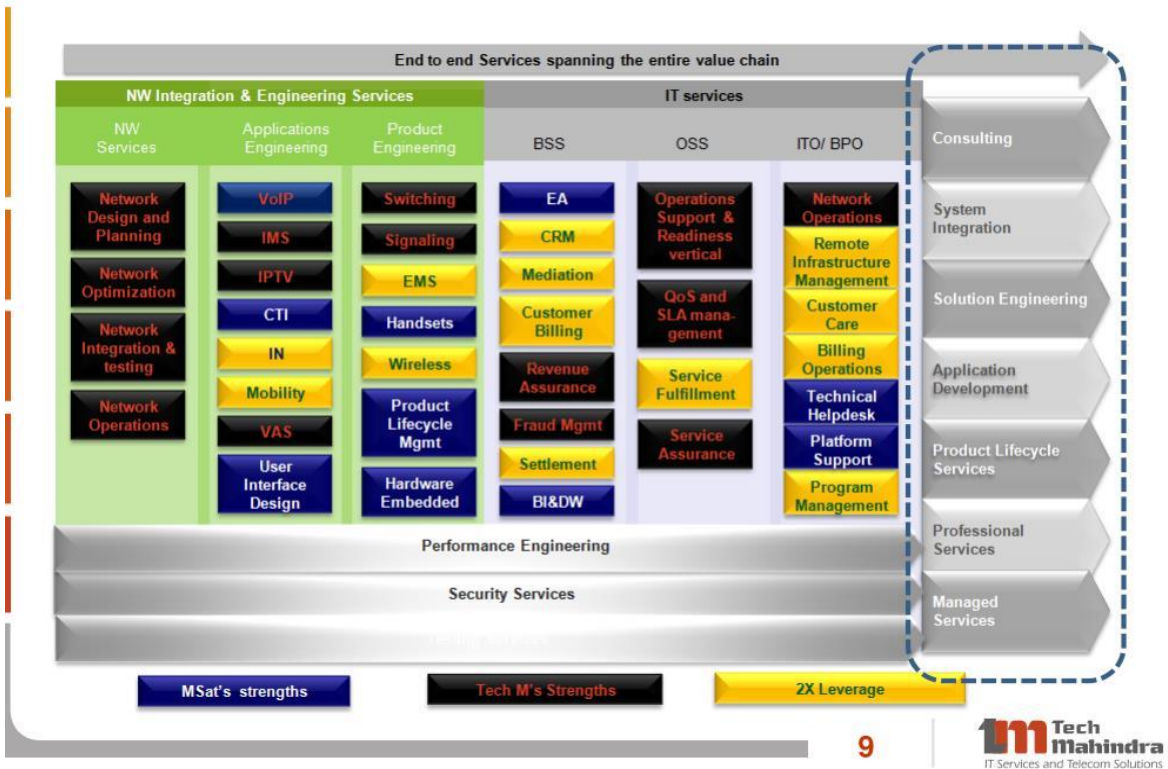
- 50+ Languages Supported
- 500 Million+ Websites crawled
- Concurrent Chat for rapid response management
- Instant Messenger as Support Channel



[Tech Mahindra Founder:](#)



Tech Mahindra – Mahindra Satyam: Integrated Offerings



What services does Tech Mahindra offer?

- Technology Services With 158,000+ professionals, the ambitious Tech Mahindra offers innovative and customer-centric digital experiences to businesses across 90 countries worldwide. Business Process Services Integrated Engineering Services Infrastructure & Cloud Services 5G & Network Services Experience Design Services

- **What services does Tech Mahindra offer?**

✓ Tech Mahindra's services range from consulting, SAP, and Oracle to digital supply chain, infrastructure management, integrated engineering solutions, business process, performance engineering, experience design, network, telecom product engineering, business excellence, and testing. All the Tech Mahindra products and services are focused on leveraging next-generation technologies like 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, Data Analytics, Internet of Things (IoT), and more to enable end-to-end digital transformation.

- **Where is Tech Mahindra head office?**

⇔ Tech Mahindra is global company with operations in over 90+ countries. Tech Mahindra's head office is located in Pune- Sharda Centre, Off Karve Road, Bhalekar Chawl, Erandwane, Pune, Maharashtra, 411004. Office address for other locations can be found on its website: <https://www.techmahindra.com/en-in/contact-us/>

- **Is Tech Mahindra involved in or How does TM contribute to corporate social responsibility (CSR)?**

- Tech Mahindra CSR activities are undertaken by the Tech Mahindra Foundation (TMF), operating across 11 locations in India.
- Since 2006, TMF has been working with the focused vision of “Empowerment through Education”, supporting and implementing a number of high-impact programmes at major Indian cities.
- The Foundation’s commitment to education and inclusion aligns closely with the Mahindra Group’s brand pillar of “Rise for a More Equal World. Tech Mahindra csr policy and report can be found on its website.
- Link to the report
: https://insights.techmahindra.com/esg/sustainability-booklet_fy2022-23.pdf

Is Tech Mahindra Limited a registered company?

- TECH MAHINDRA (LABEL), Class 38, Registered Venture Global Engineering LLC & Others Versus Tech Mahindra Ltd. & Others M/s.
- Tech Mahindra Limited Versus Ajay Bhagat M/s. Tech Mahindra Limited Versus Venture Global Engineering LLC, Through its Constituted Attorney Pradeep Yadav & Another

Tech Mahindra launches TechM amplifAI0->∞ to democratise Artificial Intelligence (AI) technology for enterprises globally

- ❖ New Delhi - April 27th, 2022 – Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, today announced the launch of TechM amplifAI0->∞ - a suite of Artificial Intelligence (AI) offerings and solutions to democratize and scale the deployment of AI in a responsible manner.
- ❖ Through these offerings & solutions, Tech Mahindra will help enterprises amplify human potential and solve complex problems to future-proof business operations.
- ❖ TechM amplifAI0->∞ has software-driven offerings at its center such as Artificial Intelligence for IT Operations (AIOps) and Machine Learning Operations platform GAiA, advanced speech analytics solution, Sayint and AI-powered marketing studio, MobiLytx. These offerings & solutions aim to help customers discover opportunities, strategize efforts in the right direction, and chalk out the roadmap to scale and sustain their AI journey.
- ❖ Hasit G. Trivedi, Chief Technology Officer & Global Head-AI, Tech Mahindra, said, “*AI is sacrosanct today for enterprises eyeing digital acceleration.*”
- ❖ *It not only empowers organizations to reimagine everyday processes, but also helps future-proof their businesses. With the launch of TechM amplifAI0->∞, we are strengthening*

our focus on AI to help our customers in their digital acceleration journeys.

- ❖ *It will provide tailor-made, transformative, and agile solutions to organizations to unlock the NXT of growth.”*
- ❖ TechM amplifAI0->∞ will enable enterprises to capitalize on the latest developments in AI. Its AI solutions will eliminate existing bottlenecks by offering tailor-made services and automating processes to increase the throughput and profitability of enterprises.
- ❖ Tech Mahindra believes in DigitALL philosophy for comprehensive business transformation. Digital technologies catalyze the transformations – they humanize businesses by helping them think, sense, connect, communicate, secure, and act better than before.
- ❖ As part of NXT.NOWTM framework, which aims to enhance ‘Human Centric Experience’, Tech Mahindra focuses on investing in emerging technologies and solutions that enable digitala\$ transformation and meet the evolving needs of the customer.



What is Tech Mahindra infrastructure & cloud services?

- Tech Mahindra's Infrastructure & Cloud Services covers the entire Infrastructure stack and supports new age technologies Tech Mahindra helps enterprises accelerate their digital

transformation with our comprehensive suite of offerings that covers the entire IT infrastructure stack.

About Tech Mahindra :

- ✚ Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise.
- ✚ We are a USD 5.1 billion organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies.
- ✚ We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers.
- ✚ Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally.
- ✚ Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights.
- ✚ With the NXT.NOW framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies.
- ✚ We aim at delivering tomorrow's experiences today and believe that the 'Future is Now'.
- ✚ We are part of the [Mahindra Group](#), founded in 1945, one of the largest and most admired multinational

federation of companies with 260,000 employees in over 100 countries.

- ✚ It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume.
- ✚ It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.
- ✚ The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Tech Mahindra Ranked Amongst Top 15 'IT Services Brand' Globally by Brand Finance in 2021

→ New Delhi - January 27, 2021: Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, has been ranked amongst the global top 15 IT services brand in 2021 by Brand Finance, the world's leading brand evaluation firm. Recognised as one of the fastest growing IT Services brands in 2020, Tech Mahindra's brand value saw a robust growth of 21% over the last two years with an upgrade in brand strength from AA- to AA rating.

- Harshvendra Soin, Global Chief People Officer & Head of Marketing, Tech Mahindra, said, *“Being recognized as one of the fastest growing organisation globally is a true testimony of our collective spirit of resilience that enabled us to RISE™ and helped us survive, revive and thrive in 2020.*
- *At Tech Mahindra, we took this challenge on war footing to ensure business continuity and enhanced customer experience through innovative and purpose-driven initiatives, while also living up to our promise of delivering ‘Connected World and Connected Experiences’.*
- Over the past year, Tech Mahindra has strengthened its brand presence on a global scale to fulfil its promise of ‘Connected World. Connected Experiences’. The ‘In the Future’ campaign curated in partnership with The Wall Street Journal and Barron’s Group, Tech Mahindra has been recognized as a Corporate Influencer at the World Media Awards 2020.
- The company also launched its signature annual research - Transformation Index based on a Survey of 400 C+ executives.
- With an active participation at World Economic Forum, Tech Mahindra has been at the forefront, consistently contributing to the themes driving the global reset agenda. Staying true to being known as a ‘Brand for Purpose’, Tech Mahindra has

consistently emerged as a leader in sustainability, people centricity and as a preferred partner to drive digital transformation agenda for customers.

- David Haigh, Chief Executive Officer, Brand Finance, said, *“Tech Mahindra with its refreshed branding ‘NXT.NOW’, places focus on digital transformation offerings for its global clients.*
- *Brand Value has grown by an impressive 21% on the back of aggressively gaining ground in high CAGR industry verticals while also ensuring that the brand retains its customer stickiness index.*
- *We expect the company to continue its investment in the brand as it targets the next stage of growth by investing in innovation, new verticals and geographies”.*
- Tech Mahindra continues to move ahead and expand its digital capabilities to new geographies and sectors like BFSI, insurance, media & entertainment through strategic deals and niche acquisitions like VitalTech, Tenzing, Momenton, among others.
- Tech Mahindra is focused on leveraging next-generation technologies including Blockchain, Cybersecurity, Artificial Intelligence, 5G and more to disrupt and enable digital transformation, and to build cutting-edge technology solutions and services for customers globally.
- Tech Mahindra promises to deliver next-level human-centered experiences of the future and end-

to-end transformation for its customers and stakeholders driving collaborative disruption with synergies arising from its' robust portfolio of companies like BORN Group, BIO and more.

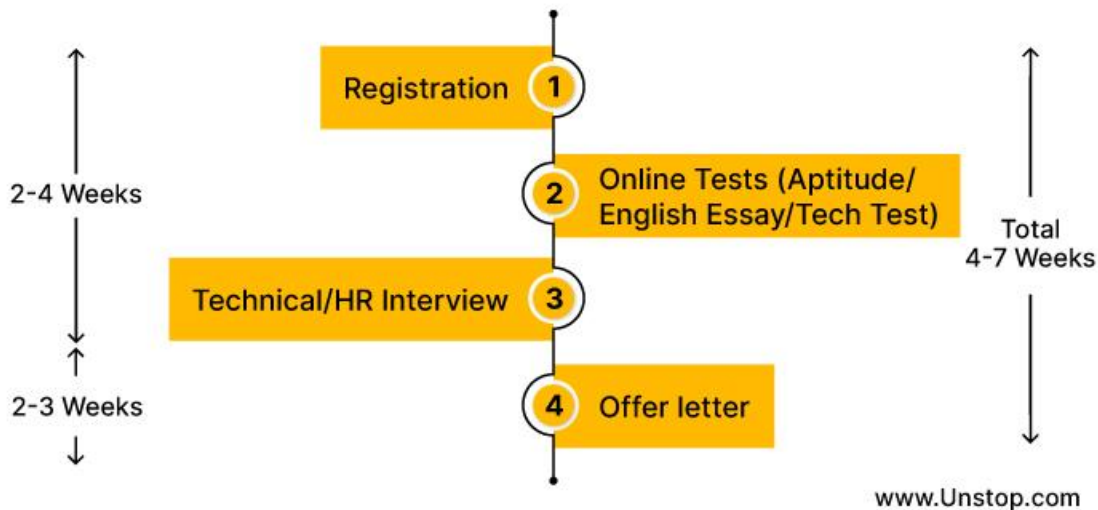
- The company is also working towards building industrial product catalogue for 5G solutions for healthcare, manufacturing, oil and gas, utilities amongst other industries.
- Tech Mahindra is also working as an integrator in Japan with Rakuten network to develop solutions and deployment of network services.
- Further, MAKERS LAB™, the research and development arm of Tech Mahindra is focused on disruptive technologies like machine learning, artificial intelligence, robotics and internet of things to drive innovation by design in a collaborative ecosystem.
- Also, Tech Mahindra's DigitALL philosophy is focused on transforming client's products and services, business models and processes, enabling them to realize new revenue opportunities, enhance customer experience, improve Operational efficiency, and reduce risk.
- Tech Mahindra also significantly invested in driving virtual connected experiences to enhance executive engagement, deepen relationships, and creating meaningful differentiation with marquee campaigns for the year - #DistantbutConnected and #LovetobeTechM and launch of its AI Powered

Website reaffirming its commitment to corporate sustainability.

About Tech Mahindra

- Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™.
- We are a USD 5.2 billion company with 124,250+ professionals across 90 countries, helping 988 global customers including Fortune 500 companies.
- Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders.
- Tech Mahindra has been recognised amongst India's 50 best companies to work for in 2020 by the Great Place to Work® Institute.
- We are part of the USD 21 billion [Mahindra Group](#) that employs more than 240,000 people in over 100 countries.
- The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

TechMahindra Selection Process & Timelines

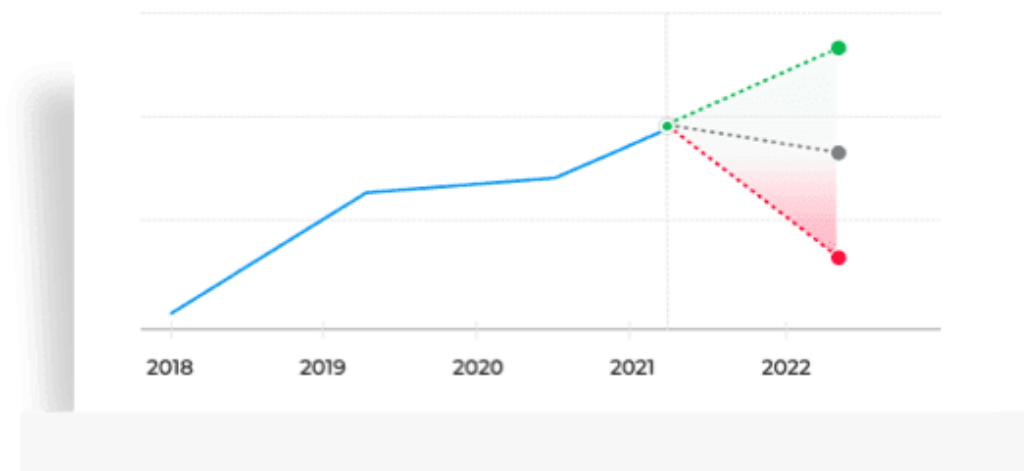


How does Tech Mahindra support change management?

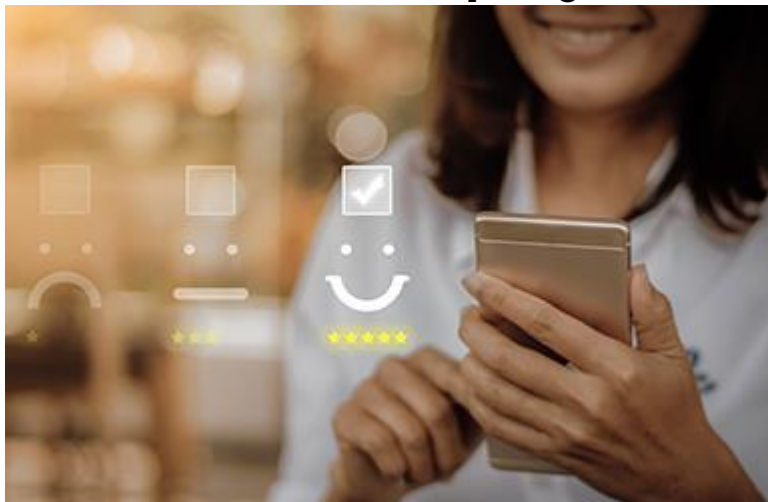
- Based on the ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement) principle to Change Management, Tech Mahindra follows the Analyze, Connect, Train and Support (ACTS) approach to support employee adoption through every stage in change management. at the right time to all employees who are impacted by transformation directly or indirectly.

Tech Mahindra Share Price Forecast

- PRICE
 - REVENUE
 - EARNINGS
-
- Get multiple analysts' prediction on Tech Mahindra

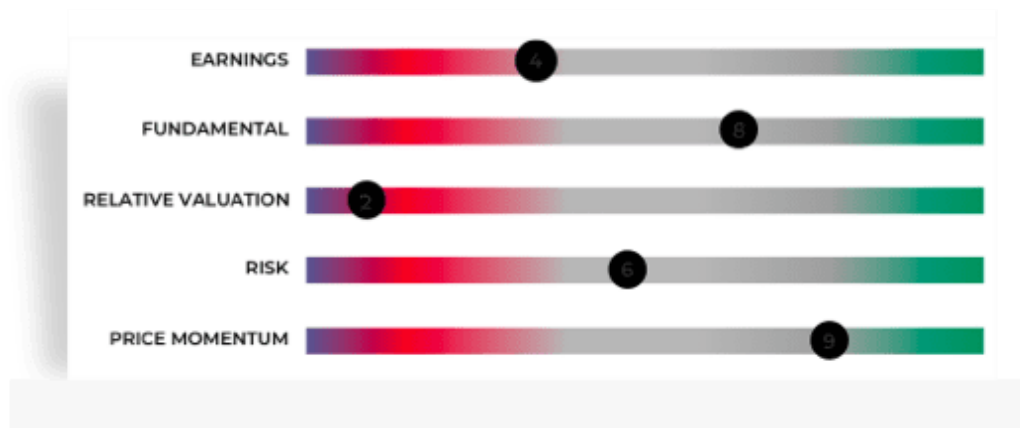


- **High, low, medium predictions for Price**
- **Upcoming predictions for Revenue**
- **Details about company earnings**



Tech Mahindra Share Analysis

Unlock Stock Score, Analyst' Ratings & Recommendations



- View **Stock Score** on a 10-point scale
- See ratings on **Earning, Fundamentals, Valuation, Risk & Price**
- Check **stock performance**

Tech Mahindra Share Recommendations

What is the Tech Mahindra business model?

The Tech Mahindra business model captures what capitals we use, how we develop competencies which enable the digital transformation of our customers and the impact that we deliver to them.

[ANALYST TRENDS](#)

Ratings	Current	1 Week Ago	1 Month Ago
Strong Buy	6	6	5
Buy	6	6	7
Hold	11	11	10
Sell	12	12	12
Strong Sell	2	2	2
# ANALYSTS	37		36

1. What's the Tech Mahindra share price today?

★ Tech Mahindra share price was Rs 1,210.00 as on 22 Apr, 2024, 09:46 AM IST. Tech Mahindra share price was up by 1.37% based on previous share price of Rs 1,179.65. Tech Mahindra share price trend:

- Last 1 Month: Tech Mahindra share price moved down by 4.27%
- Last 3 Months: Tech Mahindra share price moved down by 12.77%
- Last 12 Months: Tech Mahindra share price moved up 21.02%

- Last 3 Years: Tech Mahindra Share price moved up by 24.89%

2. What has been highest price of Tech Mahindra share in last 52 weeks?

- Tech Mahindra share price saw a 52 week high of Rs 1,416.30 and 52 week low of Rs 981.05.

3. Who are the peers for Tech Mahindra in IT Software sector?

- Top 4 Peers for Tech Mahindra are Wipro Ltd., HCL Technologies Ltd., Infosys Ltd. and Tata Consultancy Services Ltd.

4. What are the key metrics to analyse Tech Mahindra Share Price?

Key Metrics for Tech Mahindra are:

- PE Ratio of Tech Mahindra is 41.95
- Earning per share of Tech Mahindra is 28.82
- Price/Sales ratio of Tech Mahindra is 1.82
- Price to Book ratio of Tech Mahindra is 4.11

5. What's the market capitalization of Tech Mahindra?

- Market Capitalization of Tech Mahindra stock is Rs 1,16,591 Cr.

6. Who are the key owners of Tech Mahindra stock?

- ✓ Promoter holding have gone down from 35.16 (30 Jun 2023) to 35.09 (31 Mar 2024)
- ✓ Domestic Institutional Investors holding has gone up from 26.68 (30 Jun 2023) to 29.42 (31 Mar 2024)
- ✓ Foreign Institutional Investors holding have gone down from 25.69 (30 Jun 2023) to 24.15 (31 Mar 2024)
- ✓ Other investor holding have gone down from 12.46 (30 Jun 2023) to 11.34 (31 Mar 2024)

Trending in Markets

- [HDFC Bank Q4 Results](#)
- [Q4 results today](#)
- [Wipro Q4 Results](#)
- [HDFC Bank Q4 Results Preview](#)
- [Sensex Today](#)
- [Wipro Q4 Results Live Updates](#)
- [Infosys Share Price](#)
- [Faalcon Concepts IPO](#)
- [Vodafone Idea FPO](#)
- [Ramdevbaba Solvent IPO](#)

Tech Mahindra Quick Links

[Tech Mahindra Quarterly Results](#)

[Tech Mahindra Dividend](#)

[Tech Mahindra Bonus](#)

[Tech Mahindra News](#)

[Tech Mahindra AGM](#)

[Tech Mahindra Shareholdings](#)

[Tech Mahindra Profit Loss](#)

How Tech Mahindra is keeping pace with global trends?

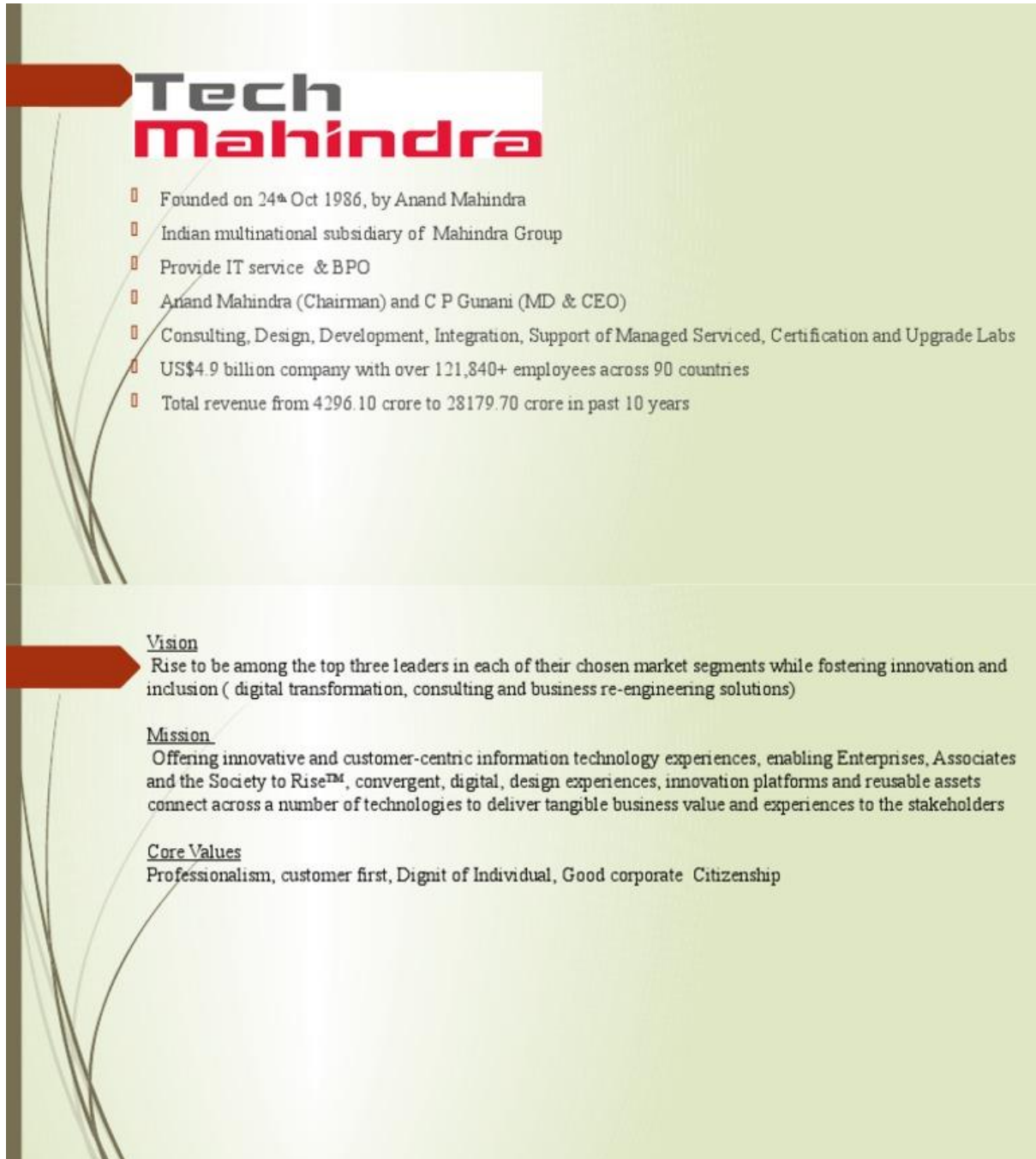
- ✚ We at Tech Mahindra are keeping pace with the global trends in technology disruption, climate change, water scarcity amongst others. The operating strategy and business model are being reviewed and aligned with sustainability and environmental mega trends to address some of the key challenges facing enterprises and society.

How has Tech Mahindra been able to tide through disruption in technology?

- ✚ Through a focused enhancement of the Intellectual Capital, we have been able to tide through the disruption in technology". Tech Mahindra's revenue was at INR 307,729 Million (USD 4,771 Million) for the financial year ended March 31, 2018 and registering a growth of 5.6% (9.6% in USD terms) on a YoY basis.

What does Tech Mahindra do?

 Connected World. Connected Experiences. Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise. Know More Tech Mahindra's Lakshmanan Chidambaram in conversation with experts from Ford, Elizabeth Tarquinto and Bryan Jenkins



Tech Mahindra

- Founded on 24th Oct 1986, by Anand Mahindra
- Indian multinational subsidiary of Mahindra Group
- Provide IT service & BPO
- Anand Mahindra (Chairman) and C P Gunani (MD & CEO)
- Consulting, Design, Development, Integration, Support of Managed Services, Certification and Upgrade Labs
- US\$4.9 billion company with over 121,840+ employees across 90 countries
- Total revenue from 4296.10 crore to 28179.70 crore in past 10 years

Vision
Rise to be among the top three leaders in each of their chosen market segments while fostering innovation and inclusion (digital transformation, consulting and business re-engineering solutions)

Mission
Offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™, convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to the stakeholders

Core Values
Professionalism, customer first, Dignity of Individual, Good corporate Citizenship

What is Tech Mahindra careernxt program?

- ★ Tech Mahindra CareerNXT program has been specially curated to help professionals who have taken extended breaks from work to restart their career seamlessly, no questions asked!

How to apply for Tech Mahindra jobs?

- ★ Visit the official website of Tech Mahindra Careers page to see the list of active job advertisements. Aspirants who have full fill the eligibility for this Tech Mahindra jobs those candidates may apply now at Tech Mahindra careers login. Go to the “Career” Section from main site.

Does Tech Mahindra offer a career NXT program?

- ★ At Tech Mahindra, we believe in equal opportunities at the workplace. Our CareerNXT program has been specially curated for professionals, who have taken extended breaks from work, and are eager to return to work and restart their career seamlessly, no questions asked!

Who is Mahindra Tractor Company?

- ★ We are part of the Mahindra Group, founded in 1945, which is the most admired multinational federation of companies with 260,000+ employees in over 100 countries, known for its leadership in various industries including farm equipment, utility vehicles, IT, and financial services in India and is the world’s largest tractor company by volume.



As the month of April is coming to an end, investors will closely monitor various stock market catalysts during the fourth week of the month. These include ongoing January-March quarter results for fiscal 2023-24 (Q4FY24), domestic and global macroeconomic indicators, updates regarding the 2024 general elections, developments related to the Israel-Iran conflict, fluctuations in crude oil prices, shifts in US bond yields, and global market trends.

The current Q4FY24 earnings season is poised to significantly influence market dynamics. Key companies like Reliance Industries, **Bajaj Finance**, Tech Mahindra, Nestle India, HCL Technologies, Maruti Suzuki, and others are set to unveil their quarterly performances. Additionally, India's purchasing managers indices (PMI) figures will be unveiled on the macroeconomic front.

Also read: **Week Ahead: Q4 Results, Iran-Israel conflict, global cues among key market triggers this week**

What are Tech Mahindra employee benefits & perks?

- Enter your annual salary (CTC) and get your in-hand salary Tech Mahindra employee benefits and perks, which include health insurance benefits, transport facilities, work from home policy, education assistance, etc. Reported by 9898 Tech Mahindra employees .

How many reviews do Tech Mahindra employees have?

- ⇔ 613 reviews from Tech Mahindra employees about Tech Mahindra culture, salaries, benefits, work-life balance, management, job security, and more.

What are the benefits of joining Tech Mahindra?

- ✓ You will get an I-card which you can hang in your neck as a MNC employee or get some corporate discounts with it. You should not expect more than this as Tech Mahindra is a service based company. Do you ever regret joining Tech Mahindra?

What does Tech Mahindra do?

- ✓ Learn more about work wellbeing. Tech Mahindra Limited is an India-based company that provides information technology (IT) services and

solutions to the global telecommunications industry. The Company's service offerings include business process outsourcing, infrastructure management services and value-added services.



Thank
you