

Tech Mahindra

December 3, 2015

To
The Manager
Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI – 400 001
FAX NO.: 022 2272 2037/39/41/61

Scrip Code : 532755

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th floor,
Plot No. – C/1, G Block,
Bandra-Kurla Complex, Bandra (E)
MUMBAI – 400 051
FAX NO.: 022 26598237/38, 2659 8347/48
NSE Symbol : TECHM

Tech Mahindra Limited
Infocity, Hitech City Layout
Madhapur, Hyderabad 500081, India

Tel: +91 40 306 36363
Fax: +91 40 4022 4122

techmahindra.com

Registered Office:
Gateway Building, Apollo Bunder
Mumbai 400 001

CIN: L64200MH1986PLC041370
investor.relations@techmahindra.com

Dear Sir(s)

Sub: Intimation.

Ref.: Mahindra Group's Saral Rozgar enters International Market for Blue-collar and Entry Level Employment.

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

Please acknowledge receipt of the same.

Thanking you,

For Tech Mahindra Limited


G. Jayaraman
Company Secretary

Encl.: As above



Press Release

Mahindra Group's Saral Rozgar enters international market for blue-collar and entry level employment

- Saral Rozgar - a unique integrated mobile job marketplace that helps blue-collar and entry level job seekers to connect with mainstream employers anywhere in India in an affordable manner. The service leverages cutting edge omni-channel digital platform and delivers job opportunities in their chosen language
- With current subscriber base of 06 million+, Company aims of reaching a subscriber base of 100 million over the next 5 years
- Company to enter Southeast Asia and Middle East job markets through Saral Rozgar
- 10,000 plus Corporates, SMEs and SO-HO are already using Saral Rozgar services to cater to their entry level recruitment needs
- Currently present across 530+ locations covering 23 states in India
- More than 1 Lac job seekers have got job opportunities through Saral Rozgar



New Delhi, 03rd December, 2015 – Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering and part of USD 16.9 billion

Mahindra Group announced the launch of its 'Saral Rozgar' service for Southeast Asia and Middle East countries. As part of the initiative, the Company has introduced job cards of Rs.500 for international markets and Rs.100 for domestic market.

Saral Rozgar Card was launched in 2014 with an objective to create a common pool of jobs and job providers. With the launch of the card, Saral Rozgar aims to provide a simple, easily accessible, and low-cost nation-wide service to jobs seekers who are graduates and below level and job providers. The service will facilitate easy access to the plethora of jobs and candidates from anywhere in India via mobile.

As per a UNDESA 2013 report, there are approximately 6 Million Indian unskilled and semiskilled migrant workers in the Middle- East that majorly originate from the southern states like Kerala, Tamil Nadu, Andhra Pradesh, Telangana and Karnataka. Maharashtra, Bihar, and



Uttar Pradesh also have a large number of migrant workers moving to the Gulf. The introduction of Saral Rozgar to international markets is to cater to the growing demand of such workers. The skill and categories in demand are sales electricians, plumbers, fitters, machine operators, HCV and LMV drivers, carpenters, factory workers, nursing and paramedics and grey-collar / entry level categories like sales, retail, accounting, etc. This platform will also provide an opportunity for the local populace in these geographies to enroll for seeking jobs.

With the introduction, job-seekers can now easily access the service by buying the Saral Rozgar card for Rs.500 (international market) and Rs.100 (domestic market) registering through a simple voice call, in the preferred language, by dialing **9266912345** from anywhere in India. The service also helps jobseekers to create their first ever resumes online and therefore, connecting them to potential corporate and mainstream employers. Additionally, SMEs or Entrepreneurs can also reach them via voice call. Once the employers short-list the required set of jobseekers, they can approach thousands of shortlisted candidates with one click via SMS or via automated voice calls in the preferred regional language of the jobseekers' choice. On receiving these notifications, candidates connect with employers directly without any intermediaries involved. The subscribers outside India can avail these services through our online platform.

The validity of the Rs. 500 (international market) is 120 days and 90 days for the Rs.100 (domestic market) Saral Rozgar card. The candidates get relevant job alerts, job counseling session from the call center, free entry to the Saral Rozgar job fairs and contact information of prospective employers through the job alert SMS so that they can directly interact with the employers.

Key Highlights:

- Saral Rozgar cards available across more than 80,000 retail points of Telecom recharge and FMCG Kirana stores across 23 states in India
- Easy to use and customer support handholding – 9266912345.
- Availability on all mediums – Voice and Web services for job seekers and job providers
- Voice based profile creation though multi-lingual facility
- Digital presence through Saral Rozgar Mobile App and Web
- One stop shop for getting the employment and manpower



Speaking at the launch of Saral Rozgar's international job card, **Mr. Jagdish Mitra, Chief Strategy & Marketing Officer, Head of Growth Factories, Tech Mahindra Ltd.**, said, *"With the growing need for talent pool, Saral Rozgar is the most preferred brand for blue-collar and entry level recruitment needs. As part of the growth plan for Saral Rozgar, from our current subscriber base of 6 million, which we achieved in less than two years, we aim to establish a subscriber base of 100 million over the next 5 years. This platform will now create a seamless eco-system for the international job market in the entry level and blue-collar segment. Philippines, Indonesia, Malaysia and Middle East are the larger job markets. We are currently focusing on the markets in the Middle East, the categories of jobs in demand and mapping it further with the talent available in India."*

He further added, *"We hope that our endeavor will provide fillip to the Digital India initiative. While the government drives the development of the infrastructure, we at Tech Mahindra are helping bridge the communication gap between the job seeker and provider by creating a digital presence for them. Advancement of jobs and tackling the looming issue of helping skilled and unskilled workers find the right jobs will help provide a holistic skill development in India."*

Speaking on the success of Saral Rozgar in India, **Mr. Vivek Chandok, Head – Consumer Businesses, Tech Mahindra Ltd.** said, *"Saral Rozgar's roadmap of extending its multilingual capabilities to include a number of international languages will uniquely bridge the digital divide by extending the job search services to the job seekers over mobile through voice/text/app and hence making them accessible to the employers digitally. While we offer both online – web/mobile/app, and offline – physical job cards to the job seekers, we have seen significant traction through our online medium to the tune of 30%. We see a huge demand for the localization of the workforce and looking at developing skill based clusters to cater to the industrial demand. Saral Rozgar helps in identifying such niche skilled workforce and connects them with the mainstream job market. For employers, the company brings in the credibility of a brand while also reducing the cost of acquisition. This digital disruption streamlines the entire value chain and enables a faster delivery of the service."*

Saral Rozgar has more than 6 million registered job seekers across 800 locations covering 23 states. More than 10,000 employers including large corporate employers use Saral Rozgar for their entry level and blue collared recruitment needs. There are more than 1 million jobs being



generated across 150 plus categories for supporting the job search for candidates who are not digitally present.

Saral Rozgar has been acclaimed by initiatives such as NYKS under the Ministry of Youth Affairs and Sports, the National Skill Development Corporation of India (NSDC), Govt. of India, DGET, Ministry of Labor and Employment, NIESBUD, Ministry of MSME and also engaged with various state skill development bodies across the country to extend placement support to the students of entry level vocational training courses. Additionally, it has received several accolades from national and international bodies of repute for INNOVATION.

END

About Saral Rozgar:

Saral Rozgar is one of its kind technology revolutions for India's employment needs. It has a registered job seeker base of close to 6 million+ and generated more than 1 million job openings across 150 plus categories. Saral Rozgar has successfully engaged job providers such as Whirlpool, Home Credit, Blue Dart, Godrej and Boyce, Mahindra Tractors, Bharti Axa, Birla Sun Life, Glaxo Smith Kline, and others. Partnerships have been extended with the skill development training partners of National Skill Development Corporation (NSDC), DGET, NIESBUD and various state skill development bodies engaging the trained youths to the entry level jobs.

Accolades for the offering:

- mBillionth Award (2013) for m-Inclusion
- Special Mention Award at Manthan Awards South Asia & Asia Pacific (2012)
- Aegis Graham Bell Award (2012) for "Innovative Value Added Services"
- CMO Asia Award (2012) for "Best use of CSR Practices in IT Industry"
- Rural Marketing Award 2012 for Innovative Ideas for Rural Development
- 5th National Telecom Award 2011
- Mahindra Innovation Award 2010-11



About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 3.9 billion company with 105,200+ professionals across 90 countries, helping over 780+ global customers including Fortune 500 companies. Our innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, after-market and vacation ownership.

Connect with us on www.techmahindra.com

Queries on Tech Mahindra:	For Further Queries on Saral Rozgar:
Richa Shah Global Media Relations Email: Richa.shah@techmahindra.com	Prateek Khurana Marketing – Growth Factories Phone: +91 9910070011 Email: prateek.khurana1@techmahindra.com

