



Mahindra Satyam eyeing strategic opportunities in Middle East sports industry

Strategic focus complements leading company's move to address the growing demand for cutting edge technologies in sports across the region

Dubai – September 14, 2011 – Mahindra Satyam, a leading global consulting and IT services provider, has revealed its strategic move to create stronger focus towards the Middle East region's rapidly growing sports industry. The move reflects the leading company's efforts to address the industry's increased demand for more cutting edge technologies that can be used across key activities like sports events, sports training and even sports medicine.

Mahindra Satyam is packaging itself to be a strategic 'one-stop-shop' for sports, aiming to provide key solutions in various aspects of the industry, which include corporate sales, sponsorship & rights management; stakeholder systems; digital asset; financial; facilities management; ticketing; physical sales management; merchandizing; membership management and loyalty club affinity transaction systems. Also, the company is also positioning its 'Solutions for Clubs' as an integrated suite of solutions to help improve sports club management. The package focuses on three main aspects of a sports club or team, which includes club administration, player management and coaching support.

"The Middle East region has ably positioned itself as an emerging hub for sports, which can be exemplified by the presence of international sporting events," said Bobby Gupta, Vice President and Head of Middle East, Turkey and North Africa, Mahindra Satyam. "Our successful participation during the recent FIFA World Cup Games in South Africa stands as a strong testament of what our services can bring to the industry. We are confident that the 'one-stop-shop' model solutions that we offer will meet the growing demands for new technologies as a means to address important issues and concerns in Middle East sports industry today."





The recent announcements of Qatar as the host for the 2022 FIFA World Cup and the Dubai government's move to bid for the 2024 edition of the Olympics will create a positive impact on the region and further attract more international sports events, development of sports training facilities and the creation of more athlete development programs. Mahindra Satyam's strategic partnership with ASPIRE Zone Foundation Qatar, one of the most acknowledged sports institutes in the world, is expected to help bolster its move to leverage new technologies across the sports industry. Under the terms of the agreement, Mahindra Satyam will provide onsite and offshore support to ASPIRE on various application development and infrastructure services projects.

The Mahindra Group has maintained a key presence in various sports and athletic based undertaking over the last few years. Aside from its key role during the last FIFA World Cup, the company has hosted the KC Mahindra Cup for cricket for over 46 years. It also supports the national game of Hockey, with its sponsorship of the Mahindra hockey stadium. Mahindra Satyam has also openly promoted football across U-19 and U-24 enthusiasts. It has also tied up with the NBA to promote basketball in the community and is a part of US NASCAR racing. Mahindra and Mahindra are promoting sports at a grass root level in India.

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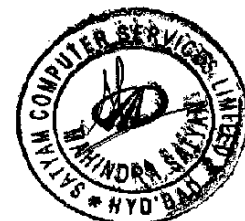
About Mahindra Satyam

Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the \$12.5 billion Mahindra Group, a global federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.





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Safe Harbor

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