

Tata Elxsi to incub@TE deep technology startups in consumer product space

Bangalore, August 31, 2017—Tata Elxsi, a leading global design and technology services company, is inviting startups having deep technology based product, platform, or solutions for Indian consumers in India to their Incub@TE program. The program will be for 9 months, providing a platform for start-ups and prospective entrepreneurs to convert their ideas into commercially viable businesses. For these startups, incub@TE has tied up with 1Crowd to support funding needs and Nasscom 10K as ecosystem partner in order to further help these startups, foster entrepreneurial activities in the deep technology space. Tata Elxsi's incub@TE will be able to take the startups' ideas to the market by providing ready-to-use infrastructure, key technical consulting through in-house experts, mentorship, access to service providers, plug-n-play office and connections with people and organizations that matter.

Speaking on the occasion, **Mr. Rajesh Kumar, Vice President - Strategic Initiatives, Tata Elxsi** said, *"Deep technology is a very futuristic concept, but is slowly taking lead in India, and globally. We, at Tata Elxsi, want to enhance this growth, and see many potential startups in the country that can help contribute to this progress. We look forward to onboarding some impactful startups working on deep technologies, and provide them with the right infrastructure and guidance, in order to help bring this development to the forefront."*

Relevant startups working on deep technology will have to present their ideas to the incub@TE team at Tata Elxsi, with information such as market validation, founders and key team member's details, business offering along with target market, positioning, and current status. Interested startups can send their pitch to incubate@tataelxsi.co.in

About incub@TE

The Tata Elxsi incub@TE program has been set up to foster entrepreneurial activities in the technology space. We provide a platform for startups and prospective entrepreneurs to convert their ideas into commercially viable products or services. We help you take your ideas to the market, realfast, by providing ready-to-use infrastructure, key technical consulting through in-house experts, mentorship, access to service providers, plug-and-play office and connections with people and organizations who matter. This enables the start-ups associated with the program to get better visibility and an association that brings trust in their target market.

About Tata Elxsi

Tata Elxsi, a part of the \$ 100 billion Tata group is amongst the world's leading providers of design and technology services for product engineering and solutions across industries including Broadcast, Communications, and Automotive. It provides technology consulting, new product design, development, and testing services. Tata Elxsi also provides solutions and services for emerging technologies such as IoT (Internet of Things), Big Data Analytics, Cloud, Mobility, Virtual Reality and Artificial Intelligence. This is backed by over 25 years of engineering experience, a global delivery presence and offshore development centres in India.

Rediffusion/Edelman

Harry Pinto

+91 9731901188

Harry.Pinto@edelman.com

Tata Elxsi

Hari Balan

Ph: +91 80 2297 9629

media@tataelxsi.com