

Date: 11th February, 2015

To

The Manager
Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

The Manager, Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No: C/1, G
Block, Bandra - Kurla Complex, Bandra (E),
Mumbai – 51

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Scrip Code : 532755

FAX NO. : 022 26598237/38
NSE Symbol : TECHM

Dear Sir(s)

Sub.: Intimation.

Ref.: Mahindra Group's Saral Rozgar aims to engage two lakh Job Seekers and Employers in Odisha in 2015.

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 aims to engage two lakh Job Seekers and Employers in Odisha in 2015

- 'Saral Rozgar' is a unique Mobile job marketplace that helps blue collared and entry level job seekers to connect with mainstream employers anywhere in India affordably via mobile in their own language
- Saral Rozgar has won seven (07) National and International Awards for INNOVATION.



Bhubaneswar, February 11, 2015– Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering and part of USD 16.5 billion

Mahindra Group announced its future plan to digitally revolutionize the Indian job marketplace in Bhubaneswar today. The job card aims to provide a simple, easily accessible, and low-cost nationwide service to undergraduate jobs seekers and job providers. The service facilitates easy access to both jobs and candidates across India via mobile phone.

According to an official data, graduate unemployment rate in India in the 15-29 yrs. of age group is 33%. Out of the 12 million Indians joining the workforce every year, only 7% end up getting employed in the organized sector, while the rest are largely spread across the unorganized sector. Over the next two decades, India is estimated to add 25% to the world's workforce. According to information submitted in the Odisha State Assembly in March last year, more than 11 lakh youths had registered themselves in different employment exchanges of the State.



Job-seekers can easily access the service by buying Saral Rozgar card for Rs. 50 and register through a voice call by dialing **1860-180-1100** from anywhere in India. The validity of the service is 60 days. The service helps jobseekers to create their first online resumes, thus helping them connect with potential corporate and mainstream employers. Currently, Saral Rozgar's customer care centre supports eight major Indian languages including Oriya, Bangla, Tamil, Telugu, Kannada, Malayalam, Marathi and Hindi.

Additionally, SMEs or Entrepreneurs can also reach them via voice call. Once the employers short-list jobseekers, they can approach shortlisted candidates with one click via SMS or via automated voice calls in the jobseeker's preferred regional language. Candidates can then connect with employers directly.

At the event, **Vivek Chandok, Vice President, Mobility, Tech Mahindra**, said, *"In the past two years, we have registered more than two million*

subscribers across 800 locations in India, and have successfully engaged more than 50,000 job seekers with prospective employers. While the Central government's 'Make in India' initiative aims to make India a manufacturing hub by 2020, we at Tech Mahindra strive to bridge the communication gap between the blue collared job seeker and provider by creating a unique mobile job marketplace. We hope that our endeavour will provide boost to the Government's remarkable step. With over one million youths reported unemployed in Odisha, we aim to connect more than 2 lakh job seekers to relevant employers in this year".

Mayuk Dasgupta, Head - Saral Rozgar, said, *"Currently Saral Rozgar has more than 1.5 Lac job openings in 100 plus blue collared and entry level job categories at PAN India level. Our biggest opportunity today is to spread this revolution across the nation. Helping a job seeker create a digital resume in minutes is a first step towards this revolution especially in the rural areas. Major corporate houses and small and medium-scale enterprises can avail this service*

Key Highlights:

- Saral Rozgar cards to be available across more than 5000 retail point of sales (PoS) outlets of Telecom Recharge and FMCG Kirana stores across Odisha
- Easy to use and customer support handholding- 1860 180 1100
- Availability on all mediums – Voice and Web services for job seekers and job providers
- Voice based profile creation in Oriya Language and other 08 major Indian Languages.
- More than 8000 live job vacancies across 50 major job categories in the state
- Multi-way communication between "job seekers" and "job providers"



and help them to source these resources faster. This service also eliminates the dependency on any intermediaries like manpower contractors, agents; and hence Saral Rozgar helps in reducing the cost of talent acquisition for entry level positions. By the end of 2016 we hope to achieve a registered subscriber base of 10 million job seekers across India.

He further added, “Saral Rozgar cards are available across more than 5000 Telecom Recharge and FMCG Kirana outlets in major cities of Odisha like Bhubaneswar, Cuttack, Sambalpur, Bargarh, Bhadrak, Balasore, Jharsuguda, Rourkela, Angul, Behrampur, Jagatsinghpur, Nayagarh and Jajpur. There are also approximately 8000 job vacancies across 50 major job categories which have been identified so far. These job categories include entry level and blue collared jobs like Security Guard, House Keeping, Stewards, Cooks, Computer Operator/ Data Entry, Helper, Domestic Call Centre, Tele Caller, Automobile Mechanics, Factory and Site Supervisors, Delivery / Courier Boys, Store Keeper/ Warehouse Assistants, Architectural Assistant, Field Sales, Retail, Plumber, Electrician, Fitter, Welder and others.

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), DGET, Ministry of Labor and Employment and the Indira Gandhi National Open University (IGNOU) to facilitate the job search for the students enrolled for various vocational training courses spread across the study centers in India. Additionally, it has received several accolades from national and international bodies of repute for INNOVATION.

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About Saral Rozgar (fact sheet):

Saral Rozgar is one of its kind technology revolutions for India's employment needs. It has a registered job seeker base close to 2 million and reached 1 Lac job openings in March 2014. Tech Mahindra has successfully engaged job providers such as Godrej and Boyce, Whirlpool India, Kotak Securities, Bajaj Capital, Mahindra Tractors, Alstom Bharat Forge, Glaxo Smithkline, Gain India and others. Saral Rozgar has also partnered with the e-governance CSC companies like SREI Sahaj and CMS Computers for expanding the reach to the hinterlands. Partnerships have been extended with the skill development training partners of National Skill Development Corporation (NSDC), DGET, MoLE and IGNOU for 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 is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.5 billion company with 98,000+ professionals across 51 countries. We provide services to 674 global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all 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 16.5 billion Mahindra Group that employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

Connect with us on www.techmahindra.com

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