

MPHASIS LAUNCHES NEW 'BRAND' FOR THE NEXT BILLION

Refreshed brand signals renewed focus on new-age solutions



Bangalore, February 05, 2014

Mphasis today unveiled its new corporate brand including a vibrant new logo that reflects the company's successful evolution into a highly differentiated, customer-centric company.

Over the past three years, Mphasis laid the foundation to be a specialized partner of choice. This includes focus on a specific set of customers and an integrated services structure. As an outcome of the transformation, the new Mphasis brand represents innovation, imagination and unlimited possibilities through specialized processes and products.

"We are launching a new Mphasis that will leverage our transformation journey and deliver cutting edge solutions in emerging areas such as Digital Market place," said **Ganesh Ayyar, CEO, Mphasis**. "The IT Services market of the future will be radically different; success would require intense customer focus, specialization, co-creation, superior human capital and IP. In years to come, IT Services as a standalone business may cease to exist. We will see emergence of 'IT Services Inside' and 'Business Transaction as a Service' model becoming mainstream," he added.

Over the past year, Mphasis has made rapid strides in many areas of emerging technologies. As an example, significant investments were made in Mobility, Wearable Computing, Customer Insight Management, High Performance Skin, among others. Last year, Mphasis introduced Billing as a Service to Insurance companies and Mortgage Risk and Compliance Services as part of 'XaaS' model.

Refreshed Brand identity

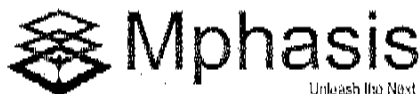
Vision: Redefining the paradigm for business success together

Redefining the paradigm: Futuristic, continually innovating to define the next wave.

Business Success: Business Success is a holistic term – Includes goals, leadership, and return on investment.

Together: Refers to competitive advantage through collaboration with customers, partners and employees.

Logo



The logo denotes attributes of the brand through a layer of connected foundations with the company central to the success of customers and employees.

The visual depicts openness and is limitless. The connectors depict close partnership with other stakeholders. The stack signifies evolution and movement to the next level. The solidity of the shape represents strength and yet openness in the center shows flexibility and transparency. Additionally, the logo is leaning toward the viewer representing forward thinking attribute. The new tagline supports the vision of timeless business success together. To know more please visit: [Unleash the Next](#)



About Mphasis

Mphasis (an HP Company) enables chosen customers to meet the demands of an evolving market place. Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas. Contact with us on www.mphasis.com

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