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Date: September 19, 2012

To

The 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

Dear Sirs,

Sub: Mahindra Satyam launches business insight-driven Analytics solution REIMS

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

Yours faithfully
For Satyam Computer Services Limited


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Company Secretary

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Mahindra Satyam launches business insight-driven Analytics solution REIMS

*Providing Retailers with Actionable Information for improved decision-making,
Leading to improved revenues*

Hyderabad – September 19, 2012 – Mahindra Satyam, a leading global consulting and IT services provider, today announced the launch of its business insights solution **REIMS - Retail Enterprise Information Management System**, which will. This would help retailers to swiftly identify the optimal courses of action to achieve their business objectives.

Gartner has quoted Analytics and Business Intelligence as the top most CIO priority in 2012 and REIMS — a cost effective analytical solution, aims to address this priority with scalable, logical data models, rigorous statistical models, a library of 300+ Industry standard analytical reports and role based dashboards. The technology-agnostic solution assists retailers in mining their data, predicting trends & patterns while fine-tuning dashboards, leading to better customer centric decisions.

REIMS™ is a Cloud and Mobile enabled solution spanning several process areas including Assortment & Merchandizing, Supply Chain Management, Warehouse management, Category Performance Analysis, Customer Analytics, Multi-channel web, mobile and social media analytics.

"In the last few years we have seen dramatic changes in the Retail landscape. There are mountains of raw data stored in different pockets throughout the Retail business - with diverse supply chains, volatile customer needs and extensive product lines. ... smarter and wiser decisions. REIMS™ solution is armed with proven accelerators and assets for each step of BI analytical life cycle leading to a faster, risk-free deployment " said **Mahesh Vasudevanallur, Head - Retail & CPG Practice, Mahindra Satyam.**





The modular nature of RFIMST™ helps fully integrate it with retailer's existing BI approach with our composite team of domain – and technical consultants, will help customers identify data – and process pain areas, conduct functional and technical fit gap analysis, address and advise on potential plug in and help devise an adoptable to-be process analytics roadmap.

About Mahindra Satyam

Mahindra Satyam is a global business consulting and information technology services company leveraging deep industry and functional expertise, leading technology practices and a global delivery model to help businesses transform their processes and improve performance. The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business processes, engineering and product lifecycle management, infrastructure services, among other services.

The company has development and delivery centres in the United States of America, Canada, Brazil, the United Kingdom, Germany, France, Hungary, Egypt, United Arab Emirates, India, China, Malaysia, Singapore, and Australia and serves numerous clients, including many Fortune 500 organizations.

Mahindra Satyam is part of the USD 15.4 billion Mahindra Group. The Mahindra Group employs more than 144,000 people in over 100 countries and operates in key industries that drive economic growth, including a leadership position in business process outsourcing (BPO) and IT services. In 2011, Mahindra featured on the Fortune Global 500 list, a listing of the largest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

For more information, see www.mahindrasatyam.com

Follow us on Twitter: http://twitter.com/mahindra_satyam

For clarifications, write to us at: MediaRelations@mahindrasatyam.com

Safe Harbor

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The forward-looking statements contained herein are subject to certain risks and uncertainties that could cause actual results to differ materially from those reflected in the forward-looking statements. Mahindra Satyam undertakes no duty to update any forward-looking statements.

