

Date: 23rd July, 2014

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

FAX NO. : 022 2272 2037/39/41/61
Scrip Code : 532755

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

Dear Sir(s)

Sub.: Intimation.

Ref.: Tech Mahindra Wins Business Transformation Award at PegaWORLD 2014.

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

Tech Mahindra Wins Business Transformation Award at PegaWORLD 2014

Washington DC – July 23, 2014 – Tech Mahindra Ltd, a specialist in digital transformation, consulting and business re-engineering, announced today that it has won the award for leading the business transformation for a Fortune 10 corporation. The award was presented at PegaWORLD 2014 held at Washington, DC.



Picture caption - Natesh Parameswaran, Head - Pega Practice, Tech Mahindra with Alan Tefler, Pegasystems CEO receiving the partner excellence award

The Pegasystems Partner Excellence award recognizes Partner organizations for their ability to use Pega to bring about business transformation in customer enterprises. The solution implemented at the Fortune 10 enterprise resulted in process standardization while optimizing resources. This in turn led to a collective saving of around \$5 million USD as well as increase in operational efficiency and customer satisfaction.



Tech Mahindra combines its business knowledge and industry expertise together with Pega's award-winning products and solutions to develop its offerings. According to **Sriram Krishnan, Global Head of Content, Process and Unit Experience Management unit, Tech Mahindra**, *"We use Pega's innovative technology as a critical part of our Digital Enterprise Solutions to help personalize and enrich customer experience with contextual application of analytics while digitizing enterprise process. This award is a testimony of our ability to transform enterprises into customer-centric organizations".*

The award is a befitting tribute to the Tech Mahindra and Pegasystems partnership of 10 + years which has witnessed 100+ successful implementations and has qualified Tech Mahindra as a Platinum partner.

"We are proud to recognize Tech Mahindra as the Business Transformation award winner at our PegaWORLD conference this year," said **John Barone, Vice President of Global Alliances for Pegasystems**. *"Tech Mahindra has demonstrated its leadership, industry knowledge, delivery excellence, vision, and ability to deliver transformative, integrated Pega solutions for our customers."*

The future strategy of the Tech Mahindra and Pegasystems global strategic alliance is to develop and go to market with enterprise solutions in the BPM and CRM spaces that enable the attainment of maximum synergy across industries. *"Our Vision is to be the most trusted Pega partner digitizing our customer enterprises with Pega technology"*, **Natesh Parameswaran, Vice President, Digital Enterprise, Tech Mahindra**.

Tech Mahindra has been developing a number of notable cross vertical solutions such as Reinvent your CRM, Supply Chain Management, Continuous Working Capital Reduction, Asset Consolidation, Decision Management, Order Management and Service Lifecycle Management on Pega platform. It has also developed several industry specific solutions such as Partner Onboarding for Healthcare insurance industry, FATCA/KYC solutions for BFSI, Retail Order fallout for Telecommunications to name a few.



Tech Mahindra has also been at the forefront of addressing issues enterprises face with the advent of new media platforms, such as mobile and social. Solutions such as location based Intelligent Mobility Solution and Social Media for a Smarter Enterprise, are meant to enable enterprises to harness the full potential of these platforms.

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About Tech Mahindra

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.1 billion company with 89,000+ professionals across 51 countries, providing services to 629 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders. We are part of the USD 16.5 billion Mahindra Group that employs more than 180,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

For Further Queries:

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