

Date: 7th March, 2014

To

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

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

The Manager,
Listing Department
National Stock Exchange of India
Ltd. Exchange Plaza, 5th Floor, Plot
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Complex, Bandra (E), Mumbai – 51

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

Dear Sir(s)

Sub.: Intimation.

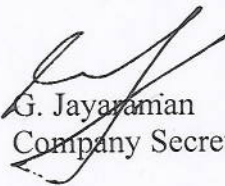
Ref.: Tech Mahindra and Microsoft Partner to Co-Develop the Spring Release of
Microsoft Dynamics CRM.

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. Jayaramian
Company Secretary

Encl.: As above.



Press Release

Tech Mahindra and Microsoft Partner to Co-Develop the Spring Release of Microsoft Dynamics CRM

Convergence 2014, Atlanta – March 7, 2014 – Tech Mahindra Ltd. a specialist provider of connected solutions to the connected world, today announced their partnership to help develop the spring customer care update of Microsoft Dynamics CRM. Tech Mahindra's expert engineers helped Microsoft to develop key features which include – Mobile device support, cross browser support and enhanced user experience.

Tech Mahindra is a Global SI and Consulting organization with strategic partnership with Microsoft. This collaboration with Microsoft Dynamics Product Development team leverages our experience and Microsoft's product strengths to offer significant value to customers. Tech Mahindra was a Microsoft partner on Polaris and Orion as well, the last two product releases of Dynamics CRM.

"Tech Mahindra has contributed to the spring customer care update release of Dynamics CRM. Tech Mahindra's practice capabilities will enable its customers to experience cutting edge solutions on Dynamics CRM for competitive advantage," said **Jujhar Singh, General Manager, MS CRM Program Management.**

"It is a proud moment for us to partner with Microsoft. Our large global expert base enabling build, deploy and automate coupled with Microsoft's global exposure on products helped us come up with a cutting edge version of Dynamics CRM." said **Venkat Paturi, Head – Technology, Media and Entertainment, Tech Mahindra.**

This partnership with Microsoft and hands-on experience on MS CRM product enables Tech Mahindra to provide its Global customers with best of solution and implementation experiences to compete successfully in the marketplace. With the ever increasing form factors and trend



towards BYOD, the key features co-developed by Tech Mahindra and Microsoft will ensure CRM Dynamics is equipped with rich user interface and enhanced user experience. Tech Mahindra and Microsoft announced the new version of the product at Microsoft Dynamics Convergence 2014 in Atlanta.

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About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 2.9 billion company with 87,300+ professionals across 49 countries, helping over 605 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to derive tangible business value.

We are part of the USD 16.7 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.

Connect with us on www.techmahindra.com || Our Social Media Channels



For Further Queries:

Aashish Washikar | Head - Media Relations | Email: aashish.washikar@techmahindra.com

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Disclaimer

Certain statements in this release concerning the future prospects of Tech Mahindra Limited ("the Company" or "TechM") are forward-looking statements. These statements by their nature involve risks and uncertainties that could cause Company's actual results differ materially from such forward looking statements. The Company, from time to time, makes written and oral forward-looking statements based on information available with the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

