

SCALING INTO THE NEXT

Jagdish Mitra,
Chief Strategy, Marketing Officer



What we ACHIEVED...

We lived up to our promises

“Tech Mahindra has delivered excellent brand value growth of 21%. Its brand transformation journey from being an IT player to a Digital Transformation player has shown great progress. With its new brand promise of ‘Connected World. Connected Experiences’ and the right brand investments, Tech Mahindra has all the potential to be in the top 5 by 2020.

BRAND FINANCE

31%

Digital Revenue

18.8%

EBITDA

Tech
Mahindra

FORBES
#1 GLOBAL
DIGITAL
100
NON-US COMPANY

≈ 2018 ≈

Our strategy is to achieve

SUSTAINABLE SCALE

Let us discover how



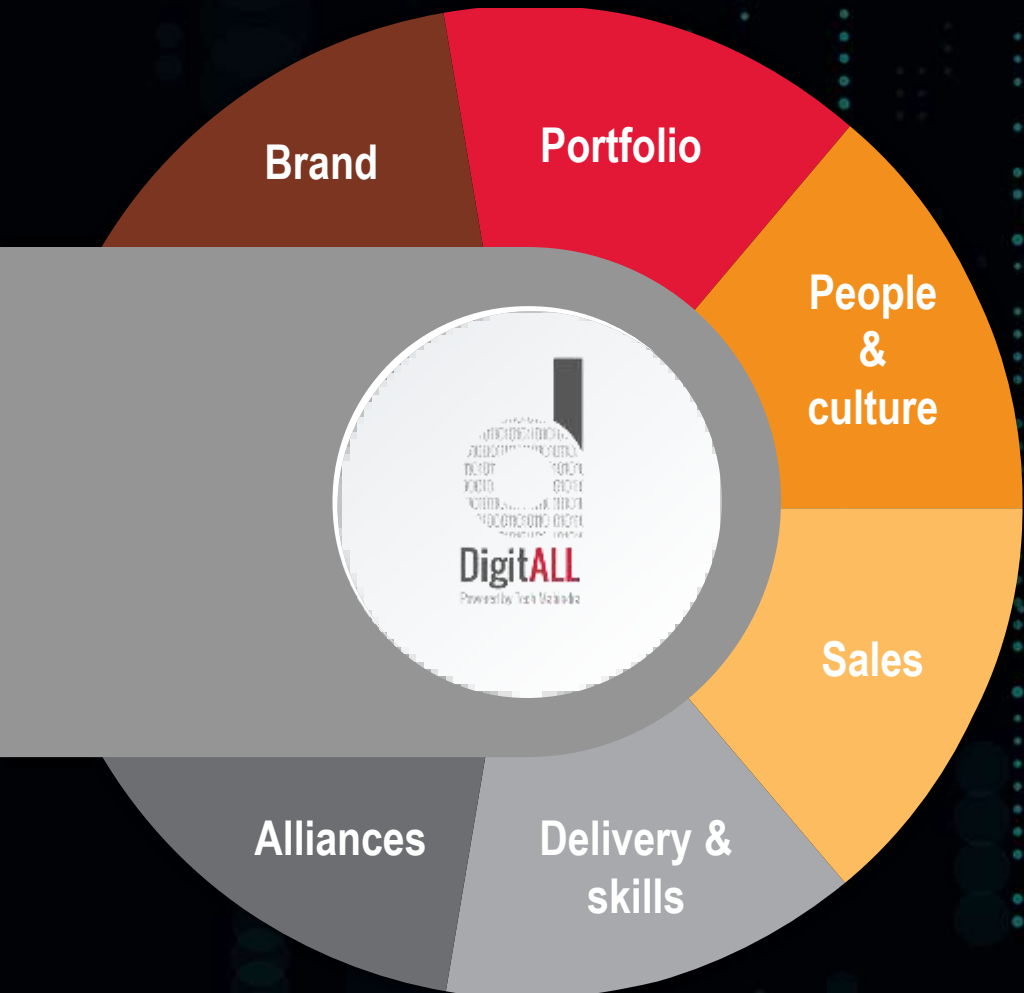
Our approach

Digit.**ALL**

TechM's Digital Transformation



Thought Leadership with the Leaders and Futurists Brand



IN THE FUTURE

Portal, Events, Thought Leadership with The Wall Street Journal

FUTURISTS in WSJ

Jack Uldrich, Ray Hammond, Ray Kurzweil, Steven Warwick, etc.

AI4ACTION

Partnership with Global Climate Action Committee

WELLNESS > BUSINESS

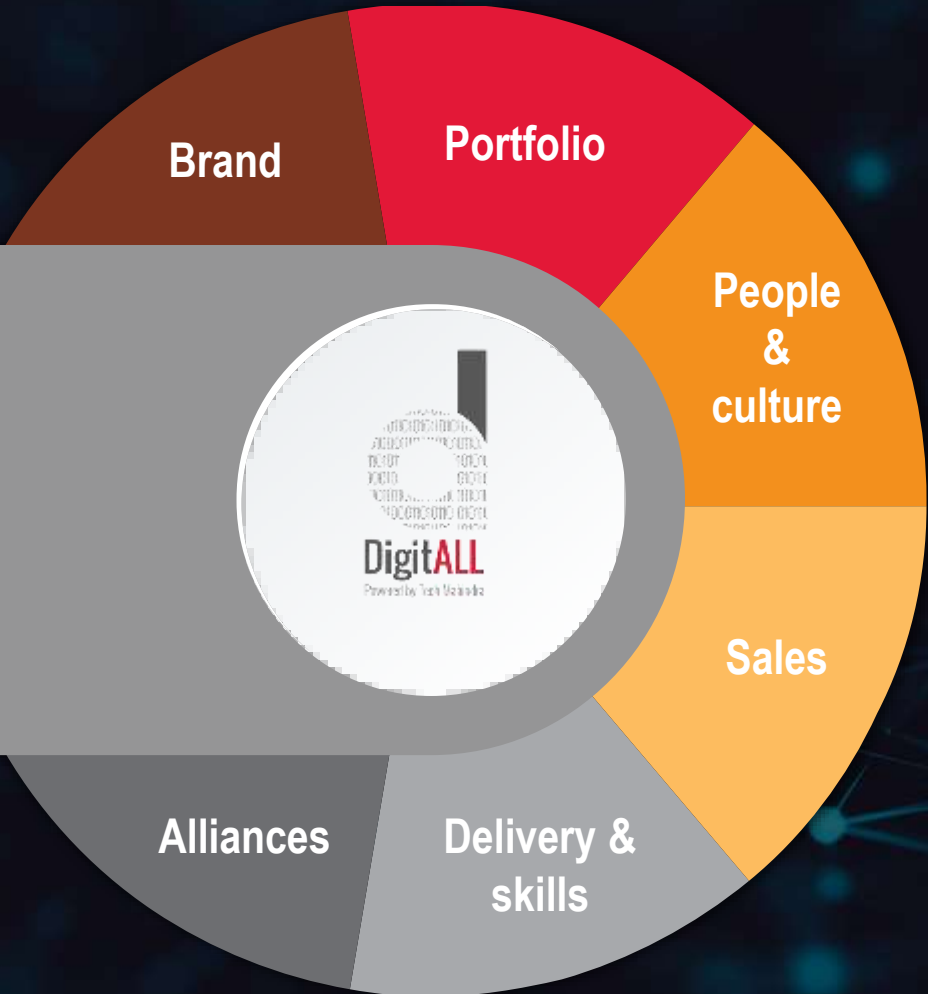
Yogathons for customers and citizens

BRAND RANKING

Among top 50 admired brands by 2022

Convergence of Technology and Business Outcome for our customers to scale to the next level

Portfolio



STRATEGY & DESIGN



DIGITAL CUSTOMER



INTELLIGENT OPERATIONS



FUTURE ENTERPRISE



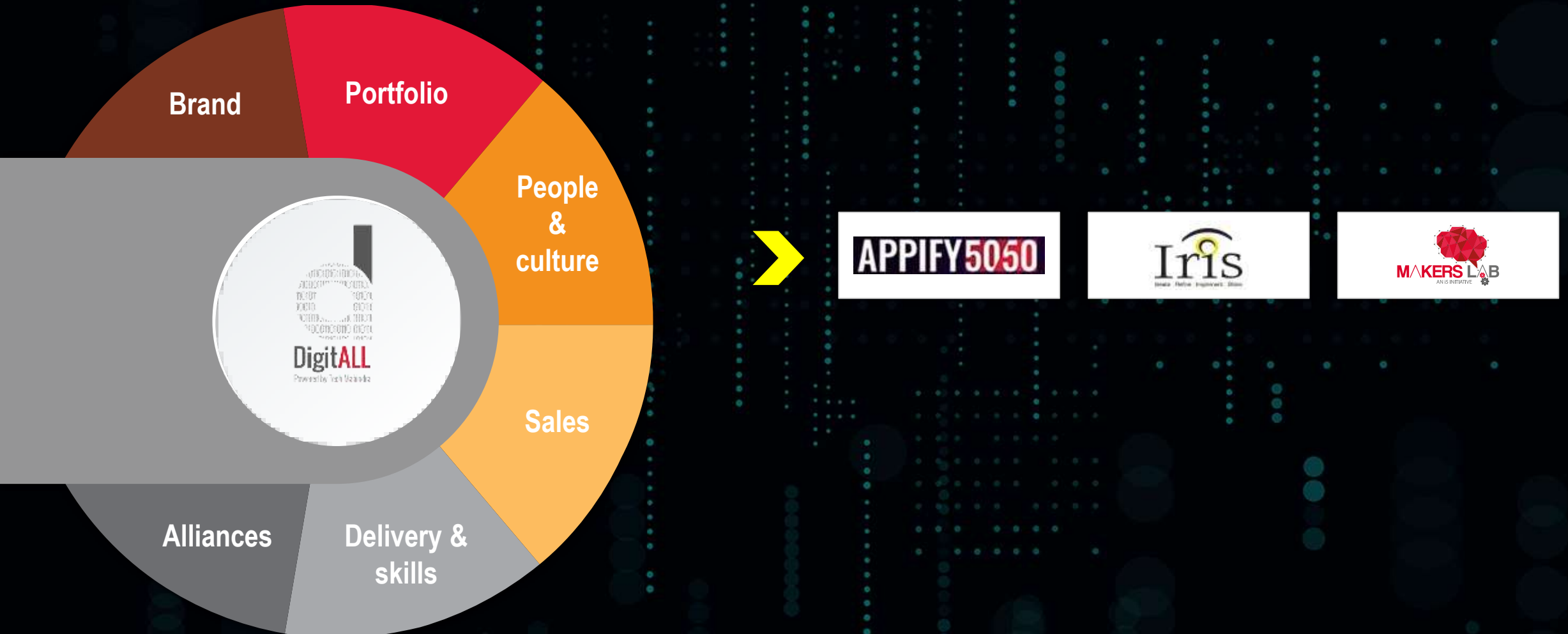
DIGITAL INSIGHTS



DIGITAL FOUNDATION

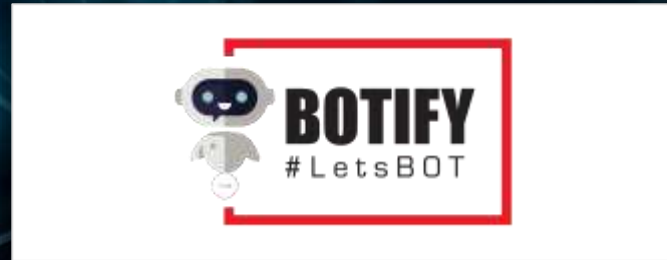
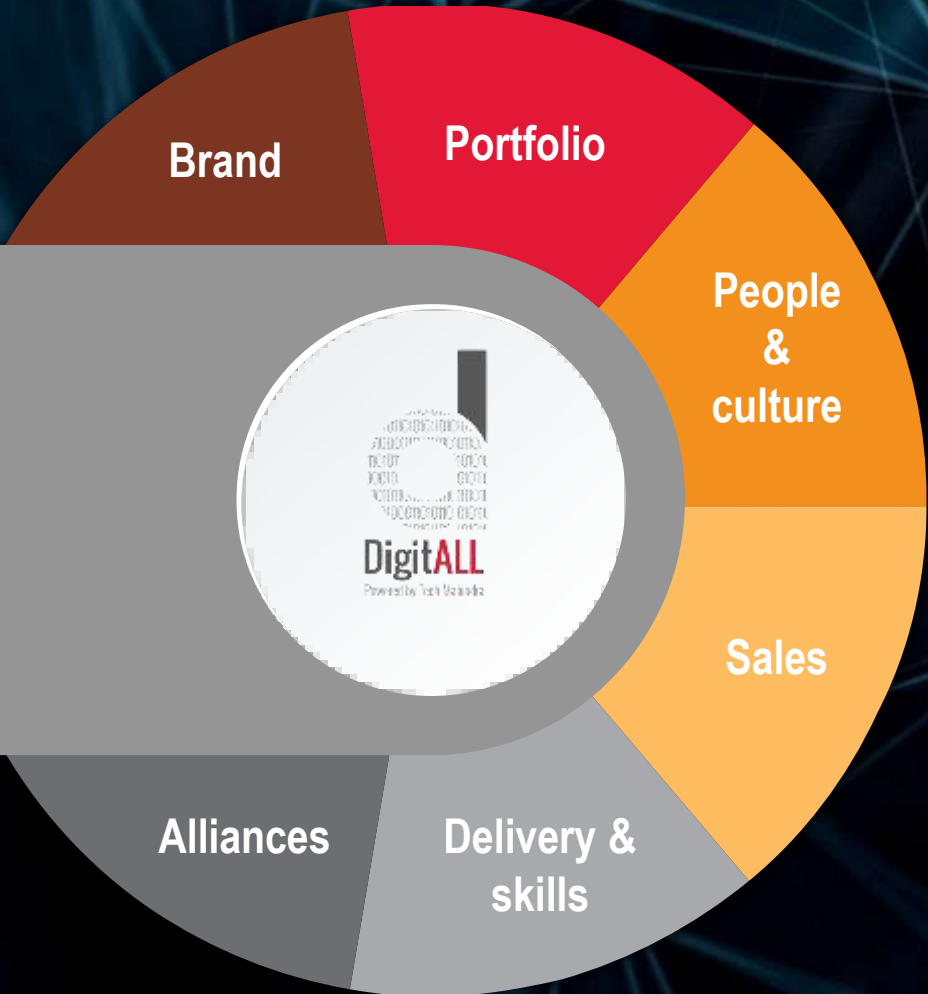
Empowering associates to drive Culture of Innovation and Digital Thinking

People & Culture



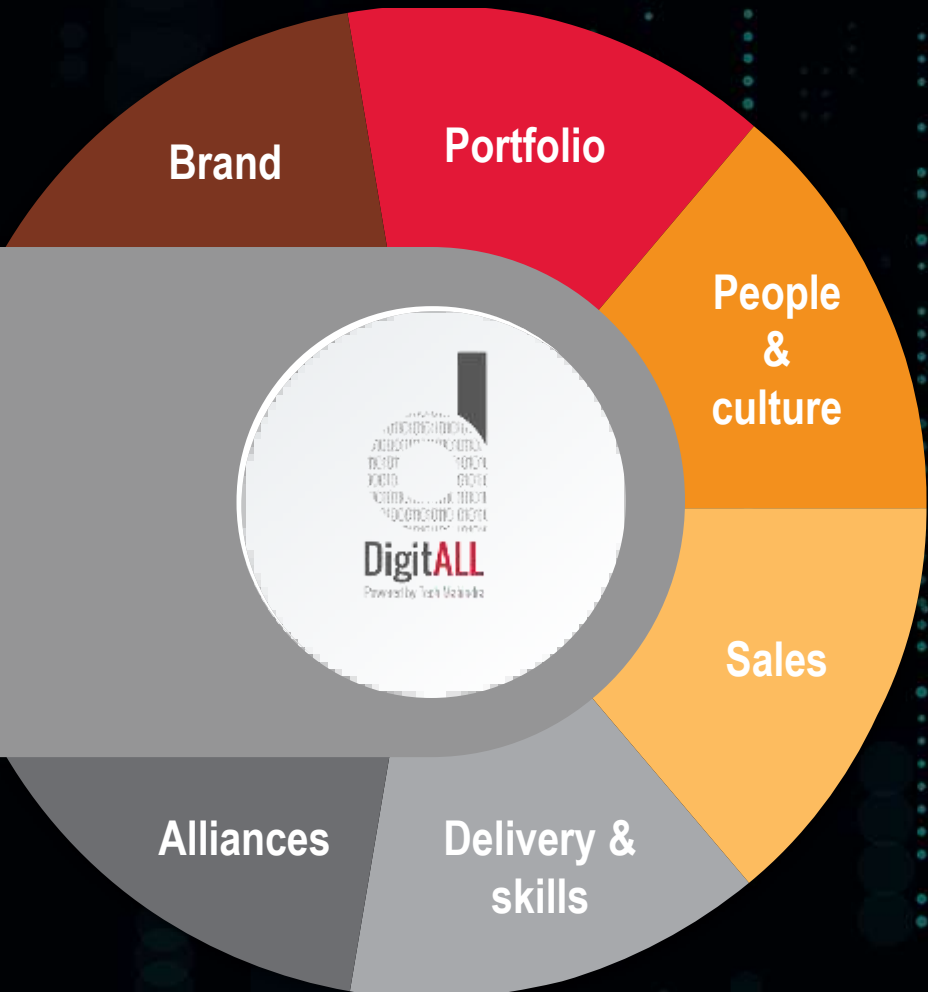
Enabling wider group of individuals to sell Digital tied to business outcome

Sales



Bringing in ability to deliver multi-competency digital deals

Delivery & skills



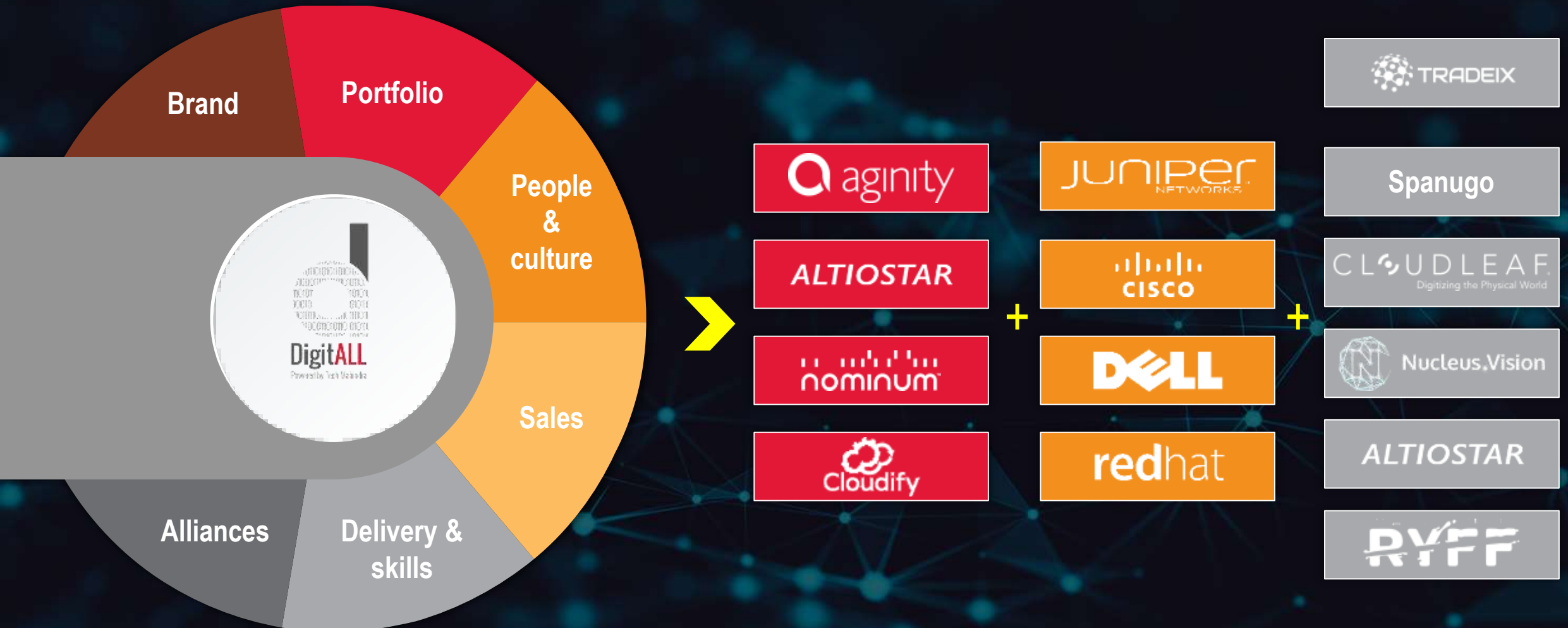
NewAgeDELIVERY

- MicroServices Enabled Portfolio Services (MePS)
- Digital inside Continuous Delivery (DiCD)
- Capability as a Service (CaaS)
- Design Thinking as a Service (DTaS)
- Active Program Workplace (APW)
- Upskilling as a Service (UaaS)



Building capability with traditional and new-age partners and investing in future Portfolio

Alliances



**Tech
Mahindra**



#FUTURise



TECHMNXt

THANK YOU

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