

Artwork & Pack and Marketing Support Services Capabilities

Tech Mahindra offers various services under the banner of Digital marketing. Our E2E capabilities have finessed over the years with our experience and strong acquisitions of Digital Marketing partners under our service portfolio. Let us explore our areas of expertise:

Our Digital Marketing and Design Services Capability

Our Digital Marketing Support Services include

- Print Services
- Multi-Channel Marketing
- HCP Engagement
- Digital Marketing

The services listed above combined with our Digital Marketing Capabilities provide

- **Content Operations:** Website management and apps, content marketing, design and innovation, digital business models
- **Email Marketing Operations:** Email campaign operations using marketing automation software such as Adobe, Sales force & Eloqua
- **AI and Digital Transformation:** Plugging in AI and Automation in processes, RPA, Robotics, Machine Learning etc.
- **SEM (Search Engine Marketing):** On-page and off-page SEO, Key-word optimizations, Affiliate and mobile search marketing
- **SMM (Online Reputation Management):** Content vigilance, SEO, Social Media Marketing, Social Listening

Our Next Gen Digital Marketing Offerings for HLS

In the wake of Covid-19 outbreak, paid and organic traffic has taken a hit, so there is an obvious reliance on email campaigns and newsletters. Thus, we with our AI Led Email Campaigns provide:

- E2E email campaign execution using Adobe, Salesforce, Marketo, etc.
- Campaign reporting, load and blast emails using marketing automation tools
- Using marketing automation tools to integrate your digital marketing tactics such as SMS, Push notifications, social media in your email campaigns
- Reduced operation costs with our E2E content marketing operations
- 50% Reduction in cost savings
- 100% increase in productivity and reusability of Digital Assets
- 100% schedule adherence, reducing time to market
- 99% accuracy, resulting in Increased efficiency
- Enhanced Social Media presence through our Social Media Platform
- Hyper Personalization to improve Customer Experience and ROI

Driving operational Excellence



Our Medical Communication Offerings

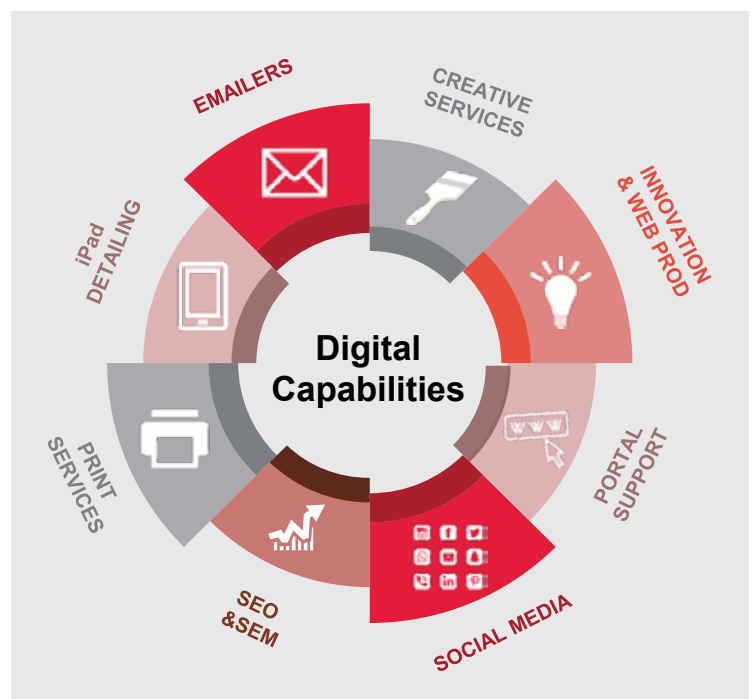
Our medical communication services are enabled by people & technology; and our services are specific but not limited to:

- 2D/3D Animations
- Simulated Patient Case Study
- Manuscripts to Journal Articles
- Conference Support
- Clinical Trials Documentation Support
- Intelligent Literature Review
- CER Writing
- Medical Writing and Review

In addition to the above, our samples of work in Medical Communication also include:

- Audio Visual Presentation
- Medical Video using Augmented Reality
- Simulated Clinical Cases
- Clinical Trial report reprints
- Clinical Trial Commentary
- Scientific Writing and Journal Presentations
- CME - Webcasts
- E learning

Our next gen Artwork and Digital COE



Our Digital Center of Excellence

Our Next-Gen Digital CoE promises:

- Low Cost
- Artworks as per global regulations
- Catering to different markets and sites
- Standardized Operations



All of the above enable our customers with:

- Economies of Scale
- Cycle Time Reduction
- Manage Peaks & Troughs
- Automation and Process efficiencies & Next Gen Journey
- Thus enhancing Service Levels to Markets and Sites



Thus, collaborating with Tech Mahindra can help our clients to



Leverage Best Practices



Drastically Improve Operational Efficiency



Practice Regulatory Compliance



AS an Organization