



INVESTOR DAY

NXT.NOW™

Experience
the future.
Now.

HUMAN CENTERED, PURPOSE DRIVEN EXPERIENCES

DILIP KESHU

**Tech
Mahindra**

INVESTOR DAY '21

NXT.NOWTM

IMAGINE.

BUILD.

RUN.





QUICK STATS

50

In US Billions
Estimate of gross merchandize
value sold on sites we have built

40

End Markets Served
industries we have worked in

100

Awards Won
Webbys, Stevies and many others

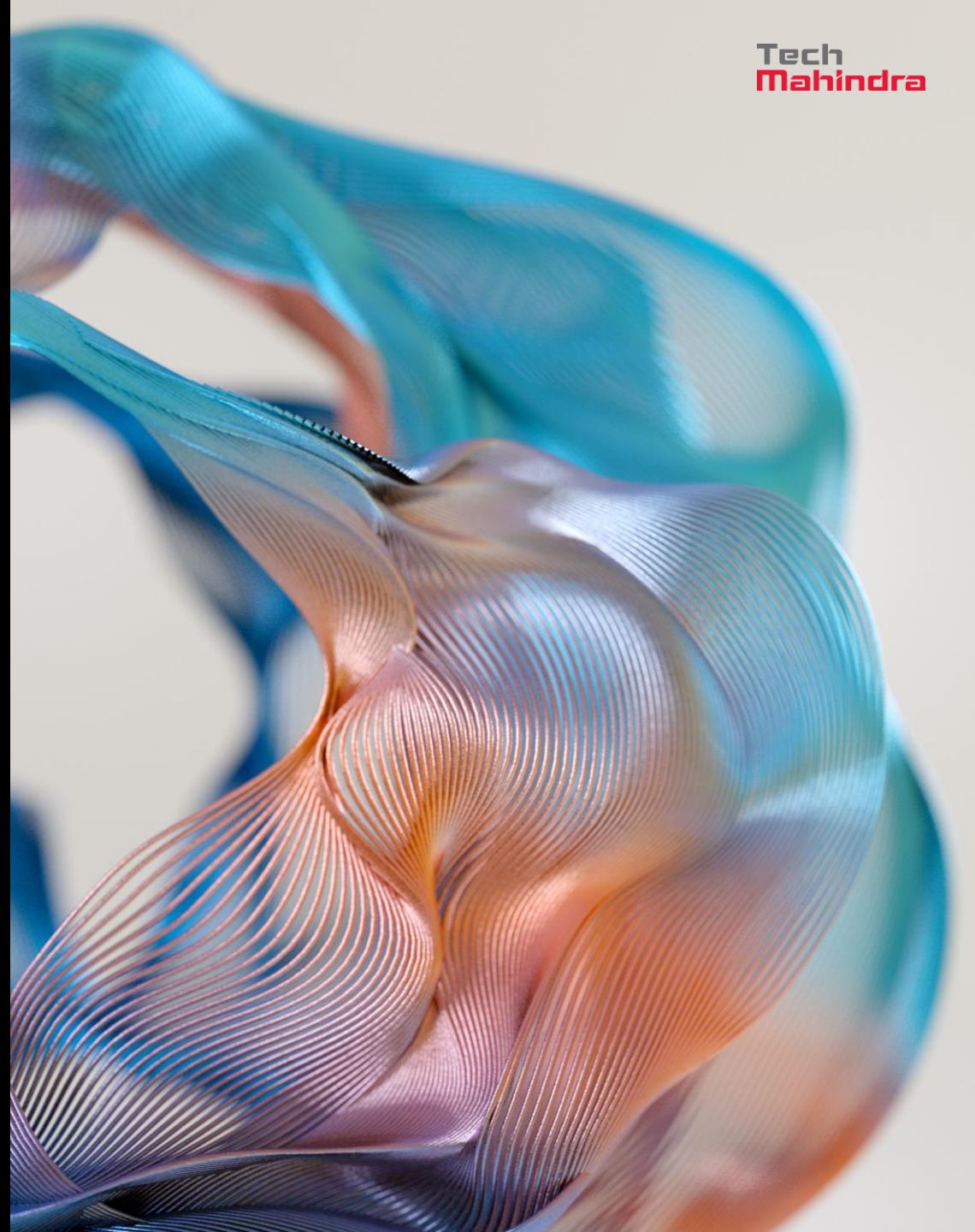
1000

Clients Taken Online
Estimate of logos served

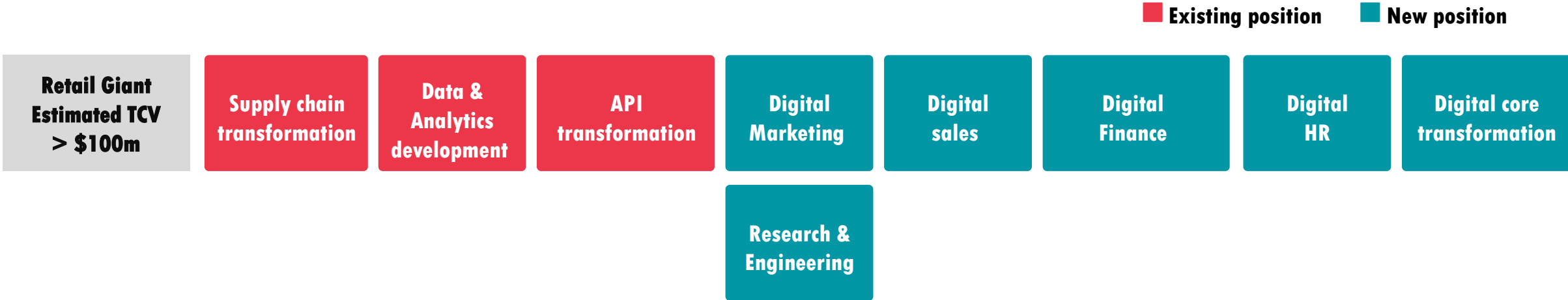
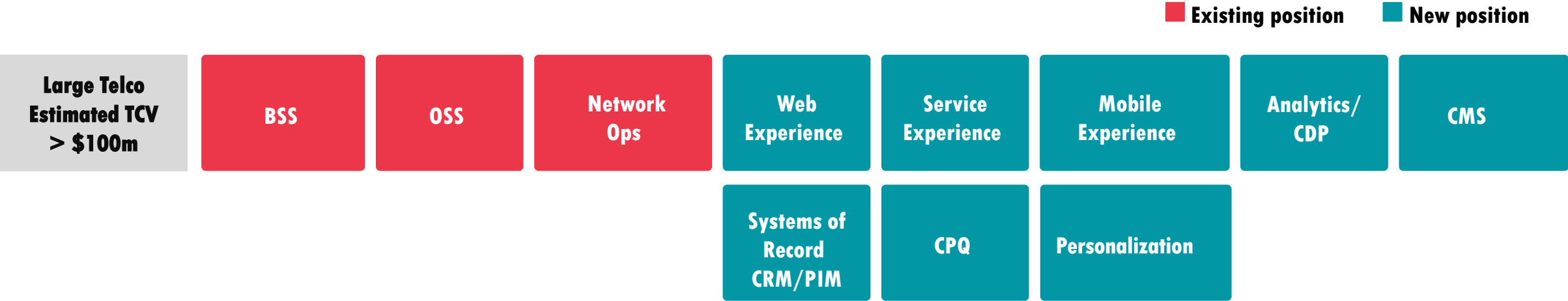
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HOW HAVE WE DONE?



TechM (XDS)



MARKET TRENDS FOR EXPERIENCES



Hyper-personalization

Hyper-personalization

Mass customization, 1 to 1 marketing, Marketplaces, (First, second, third party) data, DMPs and CDPs



Elastic Models

Elastic Enterprise

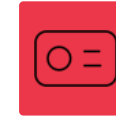
B2B, B2C, B2B2C, DTC, Managed outcomes, BNPL, Marketplaces



Tech Progress

The digital economy V2

3G to 5G and beyond, Hypermedia, The economy of NOW, A secure world



Resilience

Catastrophe-proof

Rise in sophistication of hacking, Process options, Sync and async comms, Pandemic ready, Web/voice/app/physical disaster-prepared



Books of Record

Longitudinal book of record

Brand strategy across all channels, audience management, Brand science, Behavior of customer, Book of record, AI/ML

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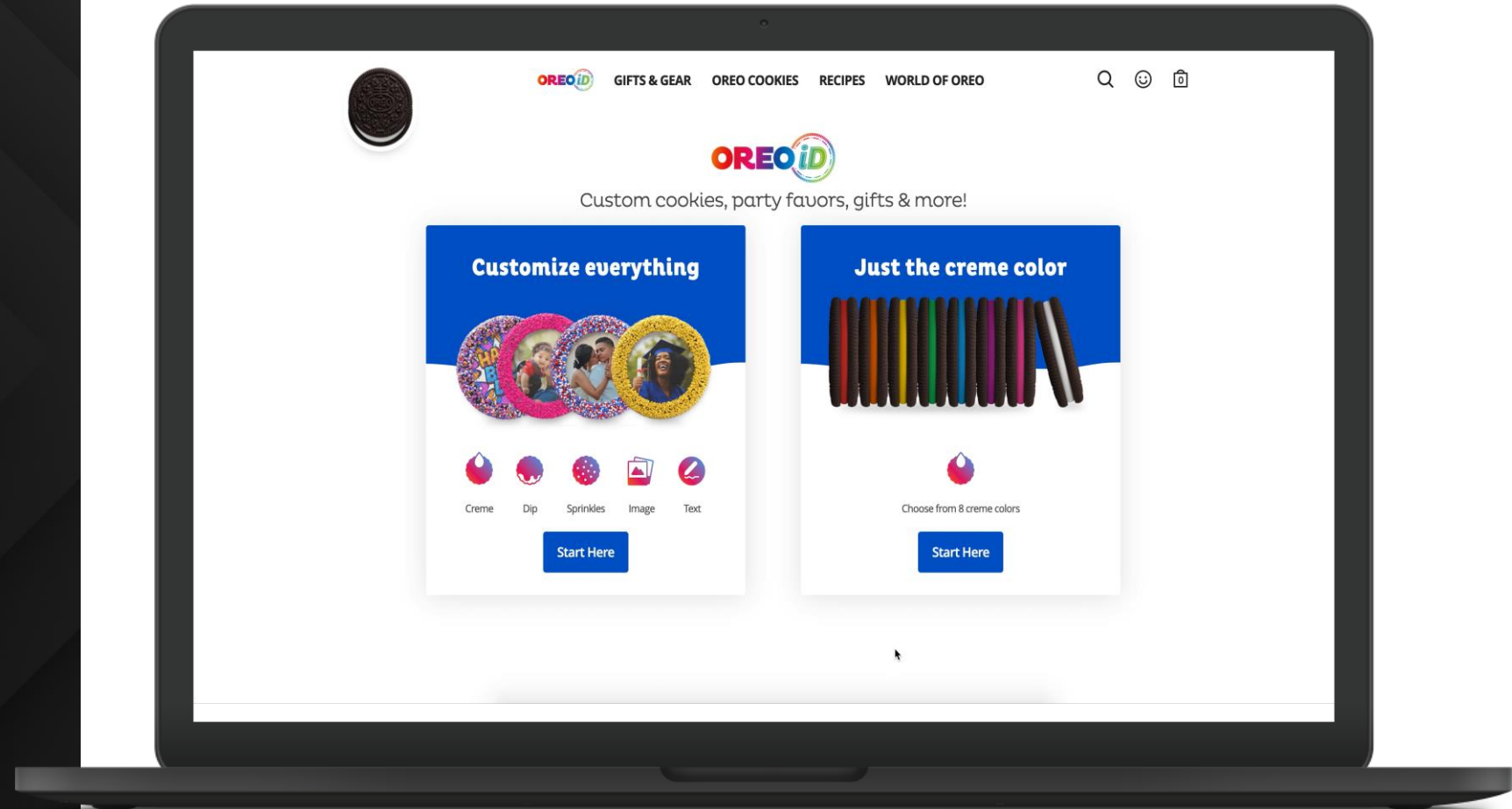
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HYPER PERSONALIZATION



OREO

Traditionally, many CPG products are purchased in-store or within mass-retailer marketplaces online. OREO sought to redefine this structure by offering consumers an accessible and distinct way to interact with their brand that would encourage retention and loyalty



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ELASTIC MODELS

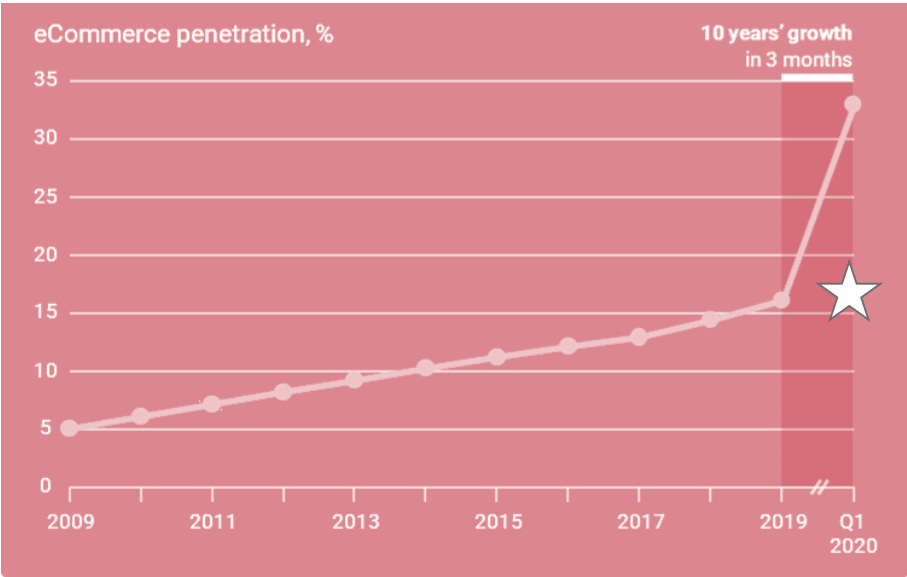
B2b, b2c, B2b2c, marketplaces

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THE DIGITAL ECONOMY IS ENORMOUSLY GROWING

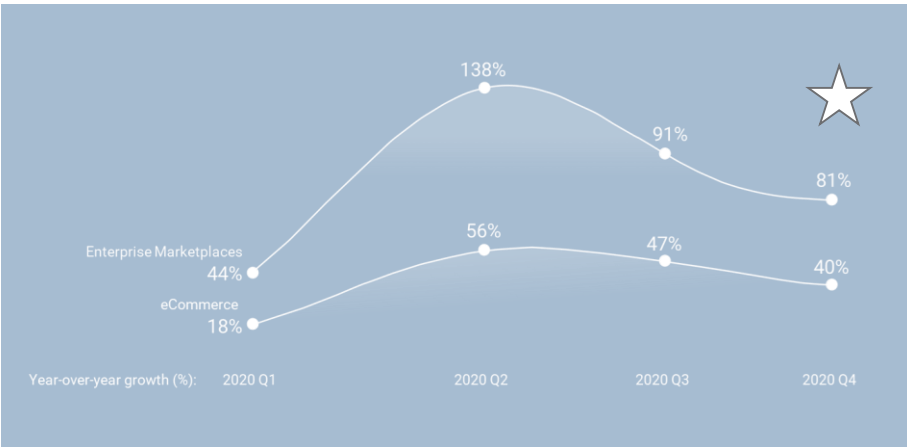
Customers are rushing online...

Sources: Mirakl, Bank of America; Forrester Analytics; McKinsey; ShawSpring Research; U.S. Department of Commerce



Marketplaces are booming...

Source: Enterprise Marketplace Index by Mirakl



TechM now is one of the largest builder of marketplaces

Our Experience | Case Study - Telco

Business benefits and KPIs

Revenue & ARPU	Customers & CX	Channel & Omnichannel	Technology	Engagement	Web Performance
<p>Digital channels contributing to over 20% of total revenue</p> <p>40% increase in new acquisitions (Subscribers) month on month</p>	<p>Over 60% of total subs registered across digital channels</p> <p>2% increase in digital customer base month on month</p>	<p>7 channels - 3 B2C, 2 social channels, 1 B2B and 2 self service</p>	<p>60% of APIs reused across channels</p> <p>40% reduction in time to market</p> <p>Automation test coverage at 92% with fully automated CI/CD pipeline</p>	<p>NPS – 100 and quarterly CSAT– 10/10</p>	<p>150% increase in # of transactions in web</p> <p>Over 300% increase in conversion rate</p> <p>30% reduction in bounce rate</p> <p>10% increase in average session duration</p>

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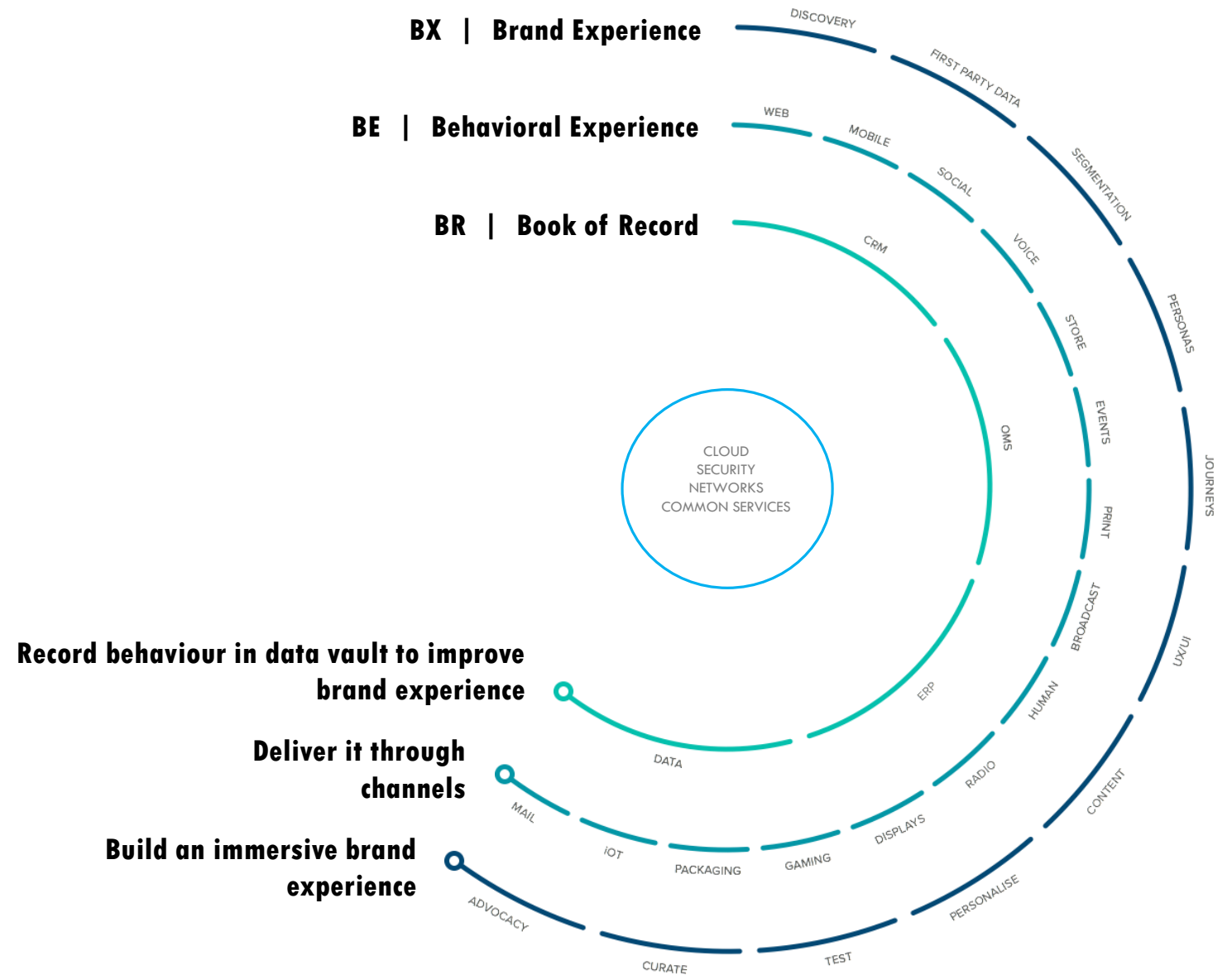
BOOKS OF RECORD



THE STELLA FRAMEWORK

Connecting the front, middle and back office

Systems of Engagement, Transaction and Record – all linked seamlessly



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TECH ADVANCEMENTS

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End To End CX Delivered Telecoms

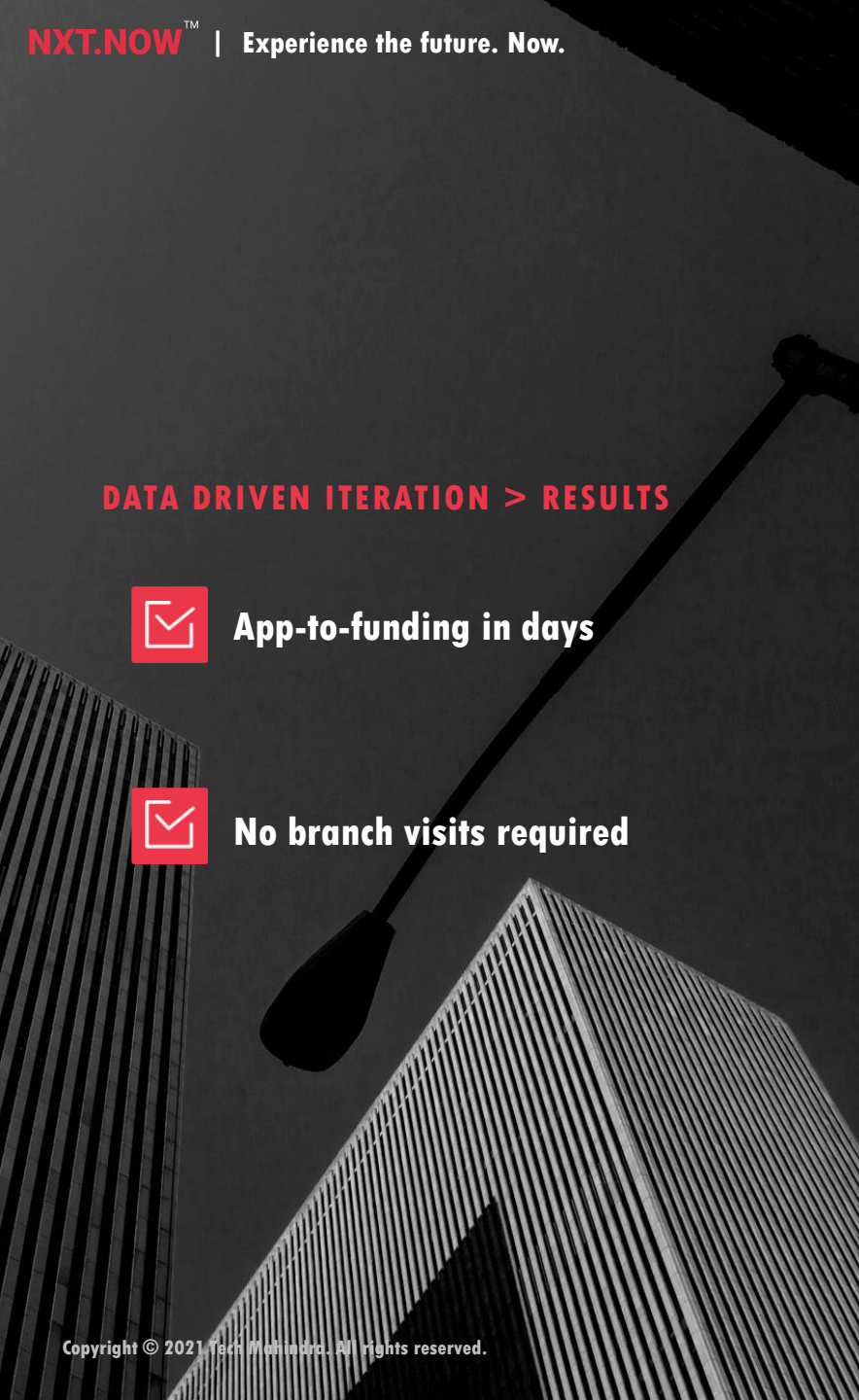
	<p>An omnichannel experience uniting two iconic brands</p>		<p>Building a 5G marketplace for major telco</p>	
<p>The omnichannel transformation of a European telco</p>		<p>Building the digital presence for a game changing fiber internet offering</p>		<p>Easing friction in commerce journeys for an American telco giant</p>
	<p>IoT portal to improve CX for enterprise customers</p>		<p>Overhauling the CX of an Australian telco to drive improved customer sentiments</p>	

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RESILIENCE





A major e-home app is officially the **best online mortgage experience** we've reviewed to date.

*Renowned & Influential Industry Critic,
RATESPY*

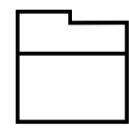
DATA DRIVEN ITERATION > RESULTS



App-to-funding in days



No branch visits required

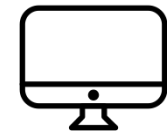


85%

of customers used the word
Easy, Simple, Straight forward or User-friendly to describe the prototype.

Other words used consistently:

- Honest
- Fast
- Efficient
- Precise
- Detailed
- Convenient
- Accessible
- Beneficial
- Personable
- Friendly
- Reliable
- Illustrative



90%

of customers would use the bank's
digital mortgage application



95%

would recommend to a friend or a family
member

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WHY US?



Why Do We Win?

Artistry + Tech

- Award winning
- Uniqueness leading of tech

Synthesis of 10 Specialisms

- Creative
- Content
- Commerce
- Cognition
- Cohesion
- Channels
- Completeness
- Cloud
- Consulting
- Conversions

Connected Experiences

Stella Framework
IP – Arctic Fox,
Bulldog, Eagle,
etc.

Results Delivered

Nothing like
secure
assets that
perform at scale

Scope and Depth

- Book of record
- System of engagement
- Systems of integration
- 90 countries
- 40 end markets

.... and the real reason: good, honest, authentic people

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BPS.NOW

BIRENDRA SEN

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Key Highlights

Delivering Industry leading growth

49%

H1 YoY Growth

37%

Q2 YoY Growth

\$177M

Quarterly run-rate business

11,962

Associates added in H1 FY22

Healthy Business and Industry Mix

45% Americas :
32% Europe : 23%
ROW
Geography Mix

Enterprise - 70%
CME - 30%
YoY Growth

47% CME :
53% Enterprise
Industry Concentration

2 verticals above
\$100 Mn in annual
run rate
(CME & Hi Tech)

Building Capability along with solid Horizontal Mix

57% CX :
43% Non CX
Business Mix

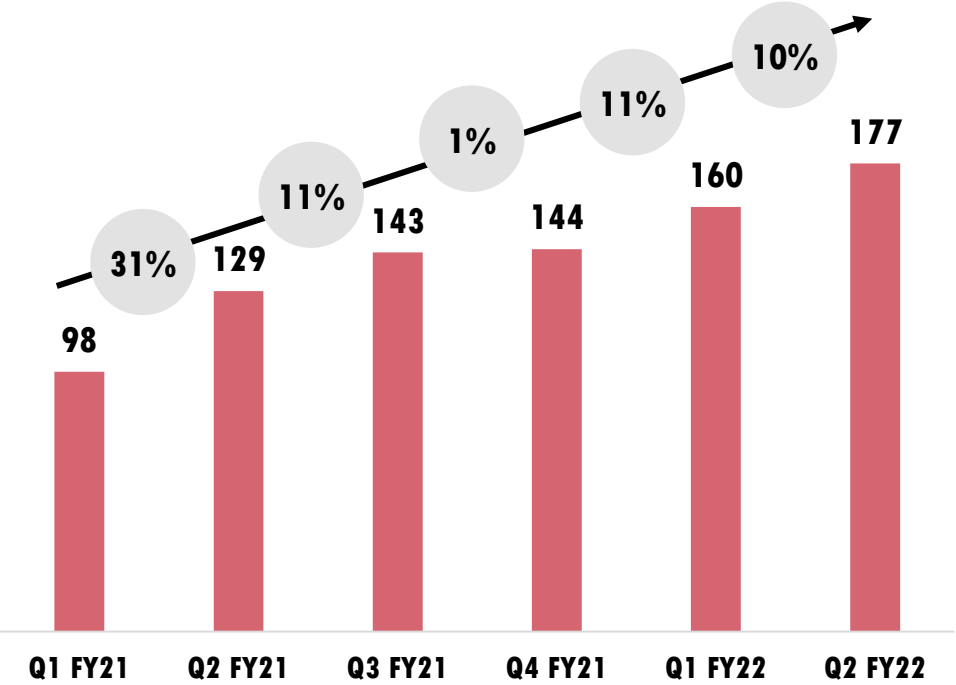
CX - 57%
Non CX - 38%
YoY Growth

CX > \$400m.
Leadership position

73% Offshore :
27% On Shore/
Near Shore
Delivery FTE Balance

Growth momentum

Industry Leading Growth.



Net New + Existing Deal bookings worth
\$567Mn in H1 FY22
with highest ever pipeline.



\$230Mn

UK based Telecom
Company

\$44Mn

UK based Telecom
Company

\$40Mn

US Based Retail
Company

\$27Mn

US Based Hi-Tech
Company

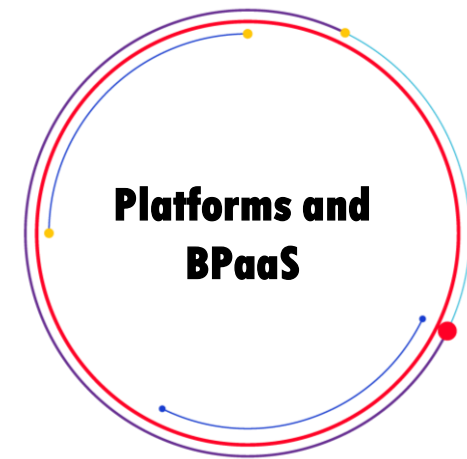
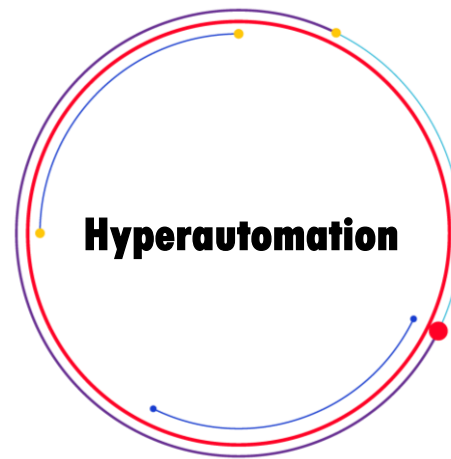
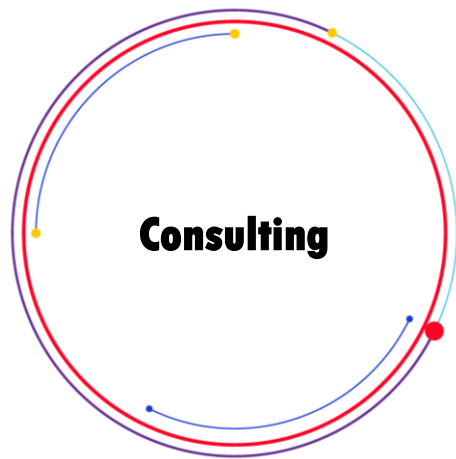
\$25Mn

India based Public
Services Company

\$17Mn

US Based Hi-Tech
Company

End to End Digital Ecosystem



CX . Delivered . Conversational Commerce

An American multinational skincare, makeup, fragrance and hair care brand



Web Messaging with video consultation capabilities



Converted web visits at 4X the rate



A leading home improvement retailer



Personalized support for customer journeys like browsing high-ticket appliances



10x conversion rate and \$500M incremental messaging-attributed sales



Introduced Apple Business Chat to message directly with a bank's customer service center



70%+ of total contact volume on messaging

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