

# Strategy



The new world order brought in by the pandemic warrants a new approach to create a progressive world. The changes brought upon companies, people and governments are not evolutionary but revolutionary. The growth of humankind has been punctuated by a big leap forward with collaborative disruption towards Next-Gen technologies.

We have seen tech-centric business models emerging and companies engaging new commercial models. The emergence of new technologies have changed how experience are delivered. This is why we are on a mission to leapfrog into the future and we are doing it now to focus on the Future and we have focus on it NOW.

# NXT.NOW™

The 3-4-3 approach continues to be the core of our strategy. It means addressing 3 mega trends across

markets, 4 bets that we would take to address those mega trends, those which fit in to the 3 areas of a Company's priorities. TechM has been working for a decade in shaping the experiences of our clients. We believe NXT.NOW™ allow us to Imagine our Customers business of Future, build it for them and eventually run it.

## OUR STRATEGY : NXT.NOW™

### 3 X TRENDS

- + EXPONENTIALITY OF CONTENT
- + EXPLOSION OF INTELLIGENT DEVICES
- + POWER OF NEW TECHNOLOGIES

### 4 X BIG BETS

- + HUMAN-CENTRED EXPERIENCE.NXT
- + BUSINESS.NXT
- + PLATFORMS.NXT
- + CLOUD.NXT

### 3 X OBJECTIVES

- + RUN BETTER
- + CHANGE FASTER
- + GROW GREATER

NXT.NOW™ is about adapting to the market transformation to deliver to the next-generation technologies to create a Human-Centred experience through 'As a Service' model, while the Network of the Future will propel this transformation to all the end-markets and geographies that we serve in.

We are enabling this by crafting solutions that are unique and market-making to deliver the Future. But in a pragmatic way that can be delivered now. And that is essentially our promise. Across varied industry and with over 121,000+ associates in 90 countries,

we are studying markets, best practices and trends and crafting solutions that will offer our clients competitive dominance. Not just parity or advantage.

We are doubling down on Execution of NXT.NOW™ through initiatives looking at every aspect of the organisation to be future-ready. We setup task forces to look at driving sustainable growth through account expansion and proactive large deals. We are continuously innovating to develop solutions for the customer of tomorrow, while ensuring that we have transformed our operations, talent and processes.



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