

Tech Mahindra Acquires Leading Strategic Design Consultancy, Mad*Pow

Technology

Author : mahindraadmin Category : Technology Published : 7/31/2019

Collaboration Strengthens Customer Experience Portfolio and Global Reach

Boston, New Delhi - July 30, 2019: Tech Mahindra, a leading provider of digital transformation and consulting services and solutions has announced the acquisition of Mad*Pow, a strategic design consultancy headquartered in the US. The addition of Mad*Pow to the Tech Mahindra portfolio is expected to help bolster capabilities in Customer Experience (CX) and digital transformation such as research, experience strategy and service design, user experience design, behavior change design, content strategy, mobile app and web development, design ops, data science and analytics. The Boston-area consultancy will offer a strong complement to Tech Mahindra's existing offerings and capabilities across design, marketing and commerce.

CP Gurnani, MD & CEO, Tech Mahindra, said, *"Mad*Pow's acquisition is in sync with Tech Mahindra's global digital charter. With this collaboration, our digital footprint will take a deeper root not just in the US, but in the wider ecosystem world over. I welcome the Mad*Pow team into the Tech Mahindra family, and I am confident that together we will achieve greater success."*

A pioneer in the experience design field, Mad*Pow leverages strategic design and the psychology of motivation to create innovative experiences and compelling digital solutions for global clients. Mad*Pow's unique human-centered design approach is fueled by deep empathy and an understanding of behavior science, which will create real differentiation for Tech Mahindra's 900+ customers.

Will Powley, Founder and Chief Creative Officer, Mad*Pow, said, *"Tech Mahindra's experience and reach will enable Mad*Pow to scale faster by greatly enhancing its digital transformation offerings with existing and potential clients. The collaboration will also create vast opportunities for Mad*Pow to provide its unique and differentiated strategic design services to Tech Mahindra's large global customer base."*

Vivek Agarwal, Global head of Corporate Development, Tech

Mahindra, said, *"We are excited to announce Tech Mahindra's key acquisition of a digital asset in North America. The addition of Mad*Pow to Tech Mahindra family will greatly enhance our ability to create and deliver enhanced customer experiences for our global clients."*

Mad*Pow's acquisition underlines Tech Mahindra's focus on digital growth, under the TechMNxt charter, which focuses on leveraging next generation technologies and solutions to disrupt and enable digital transformation, and to build and deliver cutting-edge technology solutions and services to address real world problems to meet the customer's evolving and dynamic needs.

About Mad*Pow

Mad*Pow is a purpose-driven, strategic design consultancy that strives to work on projects that promote health, financial wellbeing, and social impact. Since 2000, Mad*Pow has been collaborating with customers to make a

positive influence on people's lives and solve real world problems.

Mad*Pow's senior team of 80+ designers, strategists, behaviour change experts, researchers, technologists, and creative thinkers are focused on helping their clients with experience innovation, behaviour change, and digital solutions.

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 125,700+ professionals across 90 countries, helping 941 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 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.

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