

Tech Mahindra and Mahindra Racing Strengthen Partnership to Revolutionize Fan Experience

Technology

Author : mahindraadmin Category : Technology Published : 1/28/2022

To provide EV engineering capabilities and drive Digital Transformation to enhance performance management

New Delhi – January 28th, 2022: In a bid to focus on responsible business growth that can help shape a better and sustainable future, [Tech Mahindra](#), a leading provider of digital transformation, consulting and business re-engineering services and solutions, has partnered with Mahindra Racing, the greenest team in motorsport and the only Indian team to compete in ABB FIA Formula E World Championship, for the fifth consecutive season. This partnership was announced today in Riyadh on the opening race day for Season 8 of Formula E.

As part of the partnership, Tech Mahindra will leverage a dynamic and unique eRace Track Analytics platform with live analytics, wind tunnel simulations, and AI (Artificial Intelligence) powered systems, to develop next-generation state-of-the-art green automotive solutions. Engineering Services will bring in enhanced Performance Management through alternative component design, lighter new materials, Aerodynamics Simulations, Hyper Cloud Compute power and Racetrack Telemetry Analytics.

Anish Shah, Managing Director and CEO, Mahindra and Mahindra Ltd., said, *“As one of the founding members of Formula E, Mahindra Racing has been a pioneer of EV technology. Combining that with next-generation state-of-the-art software and analytics solutions from Tech Mahindra, will enable us to deliver superior engineering performance and a thrilling experience to the racing enthusiasts. This partnership is a step further in strengthening our commitment towards clean technology and sustainability.”*

CP Gurnani, MD and CEO, Tech Mahindra, said, *“With an aim to become a world leader in sustainability practices, Tech Mahindra has been a forerunner in providing next-gen solutions to drive towards a greener economy. In line with this, we are happy to strengthen our ongoing partnership with another Mahindra Group entity to further the vision of ‘One Mahindra’, and build a more sustainable mobility solution by integrating differentiated technological innovation with a world-class design. As an organization with a purpose, we had committed to reach net-zero before 2050, and our ongoing collaboration with Mahindra Racing is yet another milestone towards achieving that goal.”*

Sustainability is an integral part of Mahindra Racing. As the greenest team in motorsport, Mahindra Racing has a vast number of sustainability credentials including the first and only motorsport team to be certified a Net Zero Carbon footprint since inception, the first Formula E team accredited to the FIA Environmental Accreditation Programme and the second motorsport team in the world to achieve highest Three-Star Sustainability Accreditation.

Dilbagh Gill, Team Principal and CEO, Mahindra Racing, said, *“We are delighted to extend our partnership with Tech Mahindra and leverage their expertise to help achieve our goals on track, as well as play an integral part in our ‘Race to Road’ programme. We are committed to find credible, advanced and next generation mobility solutions while being kind to the*

planet and pledge to greater Return on Climate and Environment (ROCE). With Tech Mahindra's support, we aim to achieve our on-track goals in an environmentally responsible fashion, using industry-leading energy efficient and sustainable solutions."

Jagdish Mitra, Chief Strategy Officer and Head of Growth, Tech

Mahindra, said, *"With Tech Mahindra's expertise on driving performance for 15+ Electric Vehicle brands and 10+ sporting brands, we are poised to build and re-imagine the fan experience for racing enthusiasts. In line with this, we are now strengthening our long-standing partnership with Mahindra Racing, 'The Greenest Team in Motorsport' to use our core competency in electric vehicle engineering and tech innovations to deliver unparalleled fan experience, enhance engineering performance and provide sustainable e-mobility solutions on the racing track."*

Tech Mahindra has been focused towards sustainable and equitable growth. It is the only Indian company among 44 companies to be awarded HRH The Prince of Wales' Terra Carta Seal in recognition of its commitment to creating a sustainable future. As part of NXT.NOWTM framework, which aims to enhance 'Human Centric Experience', Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

About Mahindra Racing

Mahindra Racing is a founding team – and the only Indian team – to compete in the ABB FIA Formula E World Championship, the world's first all-electric street racing series. Mahindra Racing has an impressive stats sheet and is a multi-race winning outfit after scoring its breakthrough victory at the Berlin E-Prix in 2017. The squad is committed not only to pushing the limits of technology and innovation in the electric vehicle space, but to addressing the impact of climate change; it was the first Formula E team to

be awarded the FIA Environmental Accreditation Three-Star rating and is the only team to be certified Net Zero Carbon footprint, demonstrating best practice and excellence in sustainability practices.

media@mahindrafe.com

About Tech Mahindra

Tech Mahindra offers innovative and customer -centric digital experiences, enabling enterprises, associates and the society to Rise. We are a USD 5.1 billion organization with 141,100+ professionals across 90 countries helping 1123 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. Tech Mahindra is one of the fastest growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognized amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOWTM framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Connect with us on www.techmahindra.com || Our Social Media

Channels

[Facebook](#)

[Twitter](#)

[Linkedin](#)

[Youtube](#)

Media contact information

Mahindra Racing:

Pramuch Goel

Group Communications

Email – goel.pramuch@mahindra.com

Tech Mahindra:

Abhilasha Gupta, Global Corporate Communications and Public Affairs

Email: Abhilasha.Gupta@TechMahindra.com ;

media.relations@techmahindra.com

Tags :

Mahindra Racing Anish Shah Formula E Fan experience EV
Electric Vehicle engineering capabilities digital transformation