

Tech Mahindra Conveys Solidarity in Global Fight against COVID-19 through Temporary Tweak in Brand Logo

Technology

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Signifies Tech Mahindra's commitment towards ensuring well-being of its associates, clients and customers

New Delhi – 28th March, 2020: Tech Mahindra Ltd., a leading provider of digital transformation, consulting and business reengineering services and solutions today conveyed solidarity in the global fight against COVID-19 through announcement of a temporary tweak in its brand logo. The new logo is in line with Tech Mahindra's commitment towards ensuring well-being of its associates, clients and customers.

The tweak reflects Tech Mahindra's agility in adjusting to a global crisis situation. The "e" in the familiar Tech Mahindra logo is now boxed inside the home for the next few weeks, and showcases how Tech Mahindra's 130,800+ associates have adjusted to the crisis and are meeting the organization's commitments to keep critical systems running for global clients, including governments, public-sector institutions, healthcare institutions and leading service companies. This is being achieved without compromising on the safety of the employees.

CP Gurnani, Managing Director and Chief Executive Officer, Tech Mahindra, said, "We, at Tech Mahindra, have always prided ourselves in

our ability to be adaptable and agile. This logo tweak is reflective of our commitment towards the same, while delivering a refreshingly positive message during the time of crisis. Our focus continues to be on ensuring the safety and well-being of our associates, partners and customers; while continuing to keep mission-critical systems on for global clients."

The Tech Mahindra culture draws heritage from the core purpose and values that drive the Mahindra Group as a whole. It remains rooted in the business and social ethos that the three Mahindra RISE™ tenets – accepting no limits, alternative thinking, and driving positive change – instill in every member of the Mahindra family.

Harshvendra Soin, Chief People Officer, Tech Mahindra, said, "At Tech Mahindra, we RISE™ up to meet the challenges. That's the essential quality that keeps us strong and resilient. Employees are our biggest asset, and their health and safety is our top priority. Our new logo symbolizes this spirit of resilience and fight for the greater common good. It perfectly balances the sense of optimism and the need for caution that will help us weather these tumultuous times".

With the recent COVID-19 outbreak, Tech Mahindra has taken all the necessary preventive measures to ensure the wellness and well-being of its associates. Tech Mahindra's investments over the years in digital collaboration tools combined with a culture of working remotely, has enabled the organization to prepare for a world where people are physically separated from their workplaces at a large scale.

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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