

Tech Mahindra Recognized as the Fastest Growing Organization in 'Brand Strength' by Brand Finance

Technology

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Registered a robust growth of 45% in brand value from 2020 to 2022 with an upgrade in brand strength from AA- to AA+ rating

New Delhi - January 27, 2022: [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering services and solutions, has been recognized as the fastest-growing brand in brand strength amongst the top 15 IT services brands by Brand Finance, the world's leading brand evaluation firm. Its brand value registered a robust growth of 45% over the last two years and jumped to USD 3 billion along with an upgrade in brand strength from AA- to AA+ rating. Tech Mahindra is also rated amongst the top 7 global brands in brand strength.

Over the past year, Tech Mahindra has been strengthening its brand presence on a global scale to fulfil its promise of 'Connected World. Connected Experiences'. Staying true to being known as a 'Brand for Purpose', the company has consistently emerged as a leader in sustainability, people centricity, and as a preferred partner to drive digital transformation agenda with its promise of NXT.NOWTM to customers across industries.

Harshvendra Soin, Global Chief People Officer & Head of Marketing, Tech Mahindra, said, *“The last two years have been unprecedented and disruptive in many ways for the IT and digital industry, and building a brand with a purpose has become even more critical. The only way we can survive and thrive in this landscape is with brand equity – giving our partners, customers, employees, and all stakeholders a reason to choose and trust us. Staying rooted in brand purpose therefore becomes critical for any organization to remain desirable to their customers and communities they serve, while making them resilient to any adversities or disruptions. This growth in our brand strength is a testimony of our ability to live our Rise values and drive a meaningful change on-ground.”*

Tech Mahindra recently became the only Indian company in the world to receive the HRH The Prince of Wales’ Terra Carta Seal for its commitment to creating a sustainable future. Additionally, the brand remains committed to become carbon neutral by 2030 and net-zero before 2050 to create a greener, more sustainable future. At the same time, the company is devoting time, effort, and resources to curb the adverse impact of COVID-19 on communities through initiatives like #ResolvetoRise to drive meaningful actions on-ground.

David Haigh, CEO & Chairman, Brand Finance said, *“Tech Mahindra with its refreshed NXT.NOWTM framework, places focus on digital transformation offerings for its global clients. Its brand value has grown by an impressive 45% in the last two years on the back of aggressively gaining ground in high CAGR industry verticals while also ensuring that the brand retains its customer loyalty. We expect the company to continue its investment in the brand as it targets the next stage of growth by investing in innovation, new verticals, and geographies. We have observed that Tech Mahindra brand has balanced the growth in brand strength and remained relevant with focused initiatives in the area of sustainability, diversity,*

efficient brand building and cloud transformation.”

Tech Mahindra continues to move ahead and expand its digital capabilities to new geographies and sectors like BFSI, insurance, media and entertainment through strategic deals and niche acquisitions like DigitalOnUs, CTC, Perigord, Brainscale Inc. Beris Consulting, Activus, Infostar, Eventus Solutions Group among others. Further, with active participation at the World Economic Forum, Tech Mahindra has been consistently stressing upon the need to adopt next-generation technologies intelligently to enhance human capabilities and sensitivities and transition from a traditional to a circular and sustainable economy.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.2 billion organisation with 121,900+ professionals across 90 countries, helping 997 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 recognised amongst the ‘2021 Global 100 Most sustainable corporations in the World’ by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance ‘Human Centric Experience’ for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We aim at delivering tomorrow’s experiences today and believe that the ‘Future is Now’.

We are part of the [Mahindra Group](#), founded in 1945, one of the largest and most admired multinational federation of companies with 260,000

employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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