

Tech Mahindra Ranked Amongst Top 15 'IT Services Brand' Globally by Brand Finance in 2021

Technology

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*Recognised as one of the fastest growing IT brands in 2020 with AA rating
21% growth in brand value from 2019 to 2021*

New Delhi - January 27, 2021: Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, has been ranked amongst the global top 15 IT services brand in 2021 by Brand Finance, the world's leading brand evaluation firm.

Recognised as one of the fastest growing IT Services brands in 2020, Tech Mahindra's brand value saw a robust growth of 21% over the last two years with an upgrade in brand strength from AA- to AA rating.

Harshvendra Soin, Global Chief People Officer & Head of Marketing, Tech Mahindra, said, *"Being recognized as one of the fastest growing organisation globally is a true testimony of our collective spirit of resilience that enabled us to RISE™ and helped us survive, revive and thrive in 2020. At Tech Mahindra, we took this challenge on war footing to ensure business continuity and enhanced customer experience through innovative and purpose-driven initiatives, while also living up to our promise of delivering 'Connected World and Connected Experiences'."*

Over the past year, [Tech Mahindra](#) has strengthened its brand presence on a global scale to fulfil its promise of 'Connected World. Connected

Experiences'. The 'In the Future' campaign curated in partnership with The Wall Street Journal and Barron's Group, Tech Mahindra has been recognized as a Corporate Influencer at the World Media Awards 2020. The company also launched its signature annual research - Transformation Index based on a Survey of 400 C+ executives. With an active participation at World Economic Forum, Tech Mahindra has been at the forefront, consistently contributing to the themes driving the global reset agenda. Staying true to being known as a 'Brand for Purpose', Tech Mahindra has consistently emerged as a leader in sustainability, people centricity and as a preferred partner to drive digital transformation agenda for customers.

David Haigh, Chief Executive Officer, Brand Finance, said, “Tech Mahindra with its refreshed branding ‘NXT.NOW’, places focus on digital transformation offerings for its global clients. Brand Value has grown by an impressive 21% on the back of aggressively gaining ground in high CAGR industry verticals while also ensuring that the brand retains its customer stickiness index. 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”.

Tech Mahindra continues to move ahead and expand its digital capabilities to new geographies and sectors like BFSI, insurance, media & entertainment through strategic deals and niche acquisitions like VitalTech, Tenzing, Momenton, among others.

Tech Mahindra is focused on leveraging next-generation technologies including Blockchain, Cybersecurity, Artificial Intelligence, 5G and more to disrupt and enable digital transformation, and to build cutting-edge technology solutions and services for customers globally. Tech Mahindra promises to deliver next-level human-centered experiences of the future and end-to-end transformation for its customers and stakeholders driving

collaborative disruption with synergies arising from its' robust portfolio of companies like BORN Group, Pininfarina, BIO and more.

The company is also working towards building industrial product catalogue for 5G solutions for healthcare, manufacturing, oil and gas, utilities amongst other industries. Tech Mahindra is also working as an integrator in Japan with Rakuten network to develop solutions and deployment of network services. Further, MAKERS LABTM, the research and development arm of Tech Mahindra is focused on disruptive technologies like machine learning, artificial intelligence, robotics and internet of things to drive innovation by design in a collaborative ecosystem. Also, Tech Mahindra's DigitALL philosophy is focused on transforming client's products and services, business models and processes, enabling them to realize new revenue opportunities, enhance customer experience, improve Operational efficiency, and reduce risk.

Tech Mahindra also significantly invested in driving virtual connected experiences to enhance executive engagement, deepen relationships, and creating meaningful differentiation with marquee campaigns for the year - #DistantbutConnected and #LovetobeTechM and launch of its AI Powered Website reaffirming its commitment to corporate sustainability.

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 5.2 billion company with 124,250+ professionals across 90 countries, helping 988 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 has been recognised amongst India's

50 best companies to work for in 2020 by the Great Place to Work®?
Institute..

We are part of the USD 21 billion [Mahindra Group](#) that employs more than 240,000 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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