Tech Mahindra to Set Up Media Innovation Lab in Manchester

Technology

Create next generation technology-enabled solutions to provide qualitative content to end customers and monetize the value of content faster

London, New Delhi - September 13th, 2019: Tech Mahindra Ltd. a leading provider of digital transformation, consulting and business reengineering services and solutions, announced today the setting up of a media innovation lab in Manchester, United Kingdom, to develop next generation solutions. The announcement was made on back of **IBC 2019** (International Broadcasting Convention) held at Amsterdam RAI Fairground.

The media innovation lab in Manchester will leverage Amazon Web Services (AWS) offerings and fuel co-innovation, targeting media customers in Manchester Media City and nearby regions. The lab will help in delivering qualitative content to end customers quickly and monetize the value of content faster. The lab will focus on future business models and underlying use cases focusing on millennials, Gen Z and Gen X.

Vikram Nair, President, EMEA Business, Tech Mahindra, said, *"The media and entertainment industry is transforming at a rapid pace, and as a digital transformation partner, we need to be participative in that change to drive maximum growth. As part of our TechMNxt charter, Tech Mahindra is*

leveraging next generation technologies to drive innovation to deliver enhanced experience to customers globally. We already have a Makers Lab in Manchester that focuses on innovation to solve real business problems, the media innovation lab is a continuation of our journey towards creating future ready solutions."

Tech Mahindra has already built cutting-edge solutions for media customers globally using AWS. For instance, the **Telco Media Convergence** solution provides a hyper-converged experience to telco customers by allowing them to access content of their choice with the utmost ease. Further, Tech Mahindra has also built a product **SPOTON** to automate 80-85% of the manual work required to quality check audio, video, and issues on compliance, and to reduce the time to air for content. Additionally, Tech Mahindra has also built a Blockchain-based **Digital Content Track and Trace** solution that helps in tracking content distribution, revenue, and contracts efficiently.

Tech Mahindra works extensively with media and entertainment customers across geographies, wherein it helps customers to simplify the content lifecycle and monetize their content in an optimized manner. Some of these solutions will be showcased during the upcoming edition of IBC, which is going to be held in Amsterdam later this month. As a leading digital transformation company, Tech Mahindra continues to deliver tangible business value and experiences to solve real business problems.

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 20.7 billion Mahindra Group that employs more than over 2,40,000 people across 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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