

## Tech Mahindra announces CODE2CONNECT, A multi-city global codathon program to address key citizen problems

Move aligned with the intent to create a better world for our future



**Davos, 19 January:** Tech Mahindra today announced a multi-city global codathon campaign which aims at providing city councils with technology platforms, products and solutions that will help in making cities address their current and potential issues, ranging from air pollution to vehicular traffic to water scarcity to power distribution among others, and make our world a better place to live in.

The program called '**Code2Connect**' will run a codathon campaign with software technologists from each city, to write programs and develop solutions to solve issues faced by our megacities.

To be launched from Delhi, India's national capital region sometime soon, **Code2Connect** will address the problems surrounding severe air pollution (respiratory / visibility / accidents, etc.). Tech Mahindra along with a consortium of partners will work closely with the City Council, the Government, NGOs and relevant authorities to deal with it.

"Over the last few years, pollution in Delhi has gone up to alarming levels, accentuated by the factors of air pollution and taking a spike due to crackers, etc. We must do something for our cities, especially our children and senior citizens, who deserve a better future from us. CODE2CONNECT is an ambitious initiative to use the collective power of knowledge and technology to battle these issues and I seek your support to make this happen," said **CP Gurnani, MD & CEO Tech Mahindra**, from the World Economic Forum, Annual Meet at Davos.

The codathon campaign aligns with Tech Mahindra's newly launched brand philosophy and tagline: "Connected World. Connected Experiences." The new brand philosophy aligns with the company's strategy to cater to the connected world with connected experience, leveraging its years of experiences in technologies such as Internet of Things (IoT), Artificial Intelligence (AI), machine Learning and Big Data and Analytics.

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