

Tech Mahindra Business Process Services Recognized as a Leader in Customer Experience Services by Global Analyst Firm NelsonHall

Tech Mahindra BPS Recognized for its Ability to Meet Future Client Requirements

Dallas, New Delhi – September 24, 2018: Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions announced today that its Business Process Outsourcing arm has been recognized as a leader in the NelsonHall Digital Customer Experience (CX) Services Overall NEAT Evaluation.

Tech Mahindra BPS (Business Process Services) is a global leader in providing next generation digital customer experience. NelsonHall, the leading global business process services research and analysis firm, has recognized the ability of Tech Mahindra BPS to meet future client requirements.

Ivan Kotzev, CX Lead Analyst at NelsonHall, said: "TechM BPS' suite of proprietary tools and platforms, specifically in RPA and intelligent automation, empower true digitization of the contact center. The company's dedicated consulting practice, its UX design agency, and investments in emerging technology are well suited to assist clients on their path to digital CX transformation."

Tech Mahindra BPS is featured as a Leader in three key market segments of the NEAT Evaluation: CX Improvement Capability, Revenue Generation Capability, and Cost Optimization Capability.

Ritesh Idnani, President, Tech Mahindra says, "Customer experience is one of the top priorities for our clients today and we are delighted to be recognized by NelsonHall as a leader in digital customer experience services. This is a strong endorsement of the investments we have made in automation, analytics, Artificial Intelligence, consulting and a strong partner ecosystem to deliver superior business outcomes for our clients."

The NelsonHall Vendor Evaluation and Assessment Tool (NEAT) serves to help sourcing managers save time and money while enhancing the quality of their sourcing decisions in business process and IT outsourcing. The NEAT sits at the front-end of the vendor screening process and consists of a two-axis model: assessing vendors against their "ability to deliver immediate benefit" to buy-side organizations and their "ability to meet future client requirements".

Tech Mahindra Business Process Services provides Next Gen Digital CX & Back Office services across multiple industries, which include Communication, Media & Entertainment, Retail & CPG, Healthcare & Life Science, Banking & Financial Services, Transport, Hospitality & Logistics and Manufacturing & Utilities. As part of its TechMNxt charter, Tech Mahindra continues to focus on leveraging next gen technology to provide for customer's evolving and dynamic needs.

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in IT and

business services. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

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