

Tech Mahindra Collaborates with the UN to Support the International Day of Yoga

Leading digital transformation provider and the Permanent Mission of India to the UN come together to promote wellness amongst individuals



Geneva, New Delhi - June 23, 2018: Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, announced today its collaboration with the Permanent Mission of India (PMI) to the United Nations (UN) to support the International Day of Yoga.

As a testimony of their commitment towards wellness through Yoga, Tech Mahindra and PMI to the UN are organizing an event today in Geneva. Dr Francis Gurry, Director General of World Intellectual Property Organisation (WIPO) would be the chief guest and will inaugurate the event. Ambassador Rajiv Kumar Chander, India's Permanent Representative to the UN, would give the welcome address. The keynote speaker at the event would be Dr AVL Kumar, award winning nuclear scientist and inspirational Yoga teacher.

"We are happy to partner on the occasion of the United Nations International Day of Yoga through this transformational journey from 'wellness of business' to 'wellness of being'. We strongly believe that these two can be combined and the digital technologies can enable the growth of Yoga and bring true well-being to humanity. Tech Mahindra feels proud to be part of this program and we look forward to extending our full-fledged support to the wellness initiative," **said CP Gurnani, MD & CEO, Tech Mahindra.**

"We are glad to partner with Tech Mahindra on the occasion of the International Day of Yoga. Their ethos of "Wellness Before Business" is apt and the need of the hour. We look forward to making it a successful partnership and working towards spreading wellness through Yoga, across the globe," **said Ambassador Rajiv Kumar Chander, India's Permanent**

Representative to the UN.

The Wealth of Wellness (WOW) team of Tech Mahindra, a group of Tech Mahindra employees and wellness enthusiasts, have come up with a concept of a 'virtual yoga assistant' to give prime importance to health and well-being of all employees. This virtual yoga assistant, named, Aasana, was launched in India on June 21, and will be launched globally in its second phase. The virtual assistant will sit on the desktop of all Tech Mahindra employees, share automated reminders, and demonstrate Yoga postures that can be performed at the workstation itself.

“At Tech Mahindra, we believe that technology has, and will be key in promoting wellness in future. We have plans to further invest in technology solutions and use gamification to promote wellness internally, as well as in our customer and partner ecosystem. We are happy to partner with the United Nations to leverage this global platform of the International Day of Yoga to further drive our wellness initiatives,” **said Jagdish Mitra, Chief Strategy & Marketing Officer, Tech Mahindra.**

Tech Mahindra's initiative, 'Wellness Before Business' aims to create a global platform of leaders across customers, partners and influencers to drive #WellnessFirst, that promotes healthy lifestyle practices – through yoga, running, cycling, meditation. In 2015, Tech Mahindra also developed a portal (<http://idayofyoga.org>) for International day of yoga, which was launched by the Honourable Prime Minister, Narendra Modi, at the UNESCO headquarters.

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