



December , 2019

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Dear Ms. Chugani and Ms. Pandey:

We appreciate the opportunity to present a communications proposal that will support building a strong brand image for Tech Mahindra in the USA; to this end we intend to exponentially increase Tech Mahindra's storytelling, which we believe will spur increased market share.

Our team of senior professionals have decades of experience working with high-profile business leaders and global enterprises, and we are uniquely positioned to activate a robust PR program on your behalf that will drive awareness of Tech Mahindra's digital transformation, consulting and business reengineering services and solutions – our messaging platform expertise facilitates maximum national coverage and is a core component of RPR media relations programs.

We want to help you achieve your short- and long-term business and marketing goals in the American market. Please read the following proposal to see exactly how we plan to accomplish this and let me know if you have any questions. Thank you in advance for your time and consideration.

Best regards,

Rosetta Piccirillo | Public Relations Writer

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I. OVERVIEW

- Tech Mahindra is a \$4.9B company with 131,500+ professionals across 90 countries, and its nearly 1000 global customers include Fortune 500 companies in the Banking, Financial Services & Insurance, Communication, Media & Entertainment, Energy & Utilities, Healthcare and Life Sciences, Hi-Tech Manufacturing, Public Sector & Government, Retail and Consumer Goods, Travel Transportation and Logistics and Professional Services industries.
- Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and Society to Rise™.
- Tech Mahindra's convergent, digital, design experiences, innovation platforms and reusable assets connect across technologies to deliver tangible business value and experiences to its stakeholders.
- Tech Mahindra is the highest ranked non-U.S. company in the Forbes Global Digital 100 list (2018) and the highest ranked company in the Forbes Fab 50 companies in Asia (2018).
- Tech Mahindra's parent company, The Mahindra Group, is a \$20.7B federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities.
- The Mahindra Group enjoys a leadership position in utility vehicles, IT, financial services and vacation ownership in India and is the world's largest tractor company, by volume; the company also maintains a strong and growing presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses.
- Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Our public relations program to be implemented on behalf of Tech Mahindra will highlight several key elements to further position the company as an innovative global leader in the U.S. IT sector, with an emphasis on its convergent, digital, design experiences, innovation platforms and reusable assets. Our messaging will address/communicate:

TECH MAHINDRA PRODUCTS AND SERVICES

Tech Mahindra is a global leader in each of its lines of business, the highest ranked non-U.S. company in the Forbes Global Digital 100 list (2018) and the highest rank company in the Forbes Fab 50 companies in Asia (2018). RPR will create media awareness of each of the company's offerings, its differentiation from its competitors and its growing dominance in these U.S. market segments:

- ADMS Java and Open Source
- Cloud Solutions
- Consulting
- Data Analytics

- Enterprise Architecture
- Platforms, Analytics & Connected Enterprise Solutions
- Infrastructure Management Services
- Integrated Engineering Solutions
- Mobility Solutions
- Networks
- Performance Engineering
- Product Lifecycle Management
- Enterprise Security and Risk Management
- Testing

COMMITMENT TO THE USA AND ITS LOCAL ECONOMIES — Marking its 25th year conducting business in the USA, The Mahindra Group expanded with the recent opening of its new headquarters in Washington, D.C., a positive contribution to trade relations between India and the USA and crucial to the continued growth of Tech Mahindra, which currently derives 46 percent of its revenue from its U.S. business. The Mahindra Group has already invested \$1B in the U.S. market and is committed to doubling its investment over the next few years, which will create jobs and bolster local communities. The Mahindra Group’s D.C. office will promote Tech Mahindra: Dilip Sundaram, President of Corporate Affairs-Americas at the Mahindra Group, will lead the D.C. office.

IN THE FUTURE

We believe Tech Mahindra’s In The Future campaign presents an outstanding opportunity to garner media coverage and provide a springboard for thought leadership and dialogue. RPR intends to showcase the ‘Disruption by Design’ concept, the Tech Mahindra initiative within its In The Future campaign, particularly the humanization of technology and the confluence of digital innovations and physical space that unlock new experiences for consumers. ‘Disruption by Design’ reimagines how we interact in commercial, social and business exchanges – this includes artificial intelligence (AI) and an ongoing discussion as to how automation and robotization are revolutionizing the global economy. While many IT and tech companies are charting the present, RPR will communicate how Tech Mahindra is mapping the future and preparing (us) for it.

#A14ACTION/ACUMOS

As the second decade of the 21st century draws to a close, climate change looms as the most important issue facing humanity. In 2015, 195 nations came together to adopt the Paris Agreement, committing to efforts that would limit global average temperature increases to 1.5°C above pre-industrial levels by the end of the century: Mission 2020 is the commitment by signatories to the Paris Agreement to make 2020 a climate turning point.

Tech Mahindra has long maintained technology plays a vital role in understanding environmental challenges, and that technology is one of the core solutions, if not the only solution, to this problem. In response, Tech Mahindra has initiated the world’s first Artificial Intelligence challenge to deliver climate change solutions with #A14ACTION, in partnership with Mission 2020. With #A14ACTION, Tech Mahindra is calling upon a global community of thinkers, tinkerers, innovators and researchers from educational institutions and corporations to be a part of the #A14ACTION challenge and develop creative, AI-powered applications to tackle the environmental challenges impacting the world.

Acumos is Tech Mahindra's open AI platform for the community, co-developed with AT&T and hosted on Linux Foundation; it will be provided to #A14ACTION participants so they can access, build, share and deploy their AI-powered applications to tackle climate changes. This is a great story, one RPR can easily share with tech, environmental, conservation and general science media.

#A14ACTION gives Tech Mahindra a broader palette of potential media placements, beyond business and tech, and social media activities (#2020DontBeLate). RPR will use the company's #A14ACTION program to position the company as a leader in the drive to bring tech solution to rising global temperatures due to centuries of unchecked carbon emissions; we expect this forward-thinking approach, which is consistent with Tech Mahindra's In The Future campaign, will resonate with American enterprises and consumers, as many are seeking new ways to go green.

TECH MAHINDRA FOUNDATION

"Giving Wings to Young Dreams": Established in 2007, the Tech Mahindra foundation works tirelessly to empower youth through education – it has become a core CSR element within The Mahindra Group and a social organization at the national level in India. The foundation implements its programs directly and partners with other organizations; these programs are divided into six pillars:

- Education: The foundation works with government primary schools in India by supporting initiatives that spur sustainable transformation.
- Disability: The foundation is committed to an inclusive world where anyone with disabilities can achieve his or her full potential; through its partners, the foundation provides education and opportunities to children with disabilities.
- Employability: The Skills for Market training program is the foundation's flagship employability initiative, providing vocational training to young people in India.
- Volunteering: Corporate volunteering is at the heart of the Tech Mahindra Foundation ethos, and Tech Mahindra employees enthusiastically volunteer to drive positive change in areas as diverse as blood donation, tree planting, bicycle rallies, card making and donation of school supplies.
- Rise for Good: Rise for Good (#RiseforGood) is a way of life at the Tech Mahindra Foundation, a commitment to improvement at every level – individual, corporate, community, national and global.

II. COMMUNICATIONS OBJECTIVES

RPR recommends a measured, targeted program that will capture and highlight all of Tech Mahindra's innovative products and services and growing market share, as well as its climate change commitments and its CSR initiatives. We will work closely with Tech Mahindra to develop a strategy and execute tactics to achieve the following communications objectives:

- Strengthen Tech Mahindra's reputation as one of the world's leading IT services and solutions providers with a roster of blue-chip customers in the USA.
- Promote Tech Mahindra as a values-based global entity committed to creating American jobs and making significant contributions to the local economies and communities in which it operates.
- Position Tech Mahindra as a leader in developing technology solutions to combat climate change.
- Exponentially increase Tech Mahindra's U.S. storytelling exponentially.

III. STRATEGIC PLAN SUMMARY

RPR recommends a multifaceted public relations plan that will build a strong, positive image for Tech Mahindra in the U.S. market and position the company as an IT market leader. Our proposed 12-month communications program will achieve Tech Mahindra's objectives by implementing the following three-prong strategy:

- Develop a comprehensive, strategic messaging platform and compelling corporate narrative to create a digital press kit for Tech Mahindra. The press kit will include executive bios that can be disseminated among key stakeholders and the press; the educational messaging platform will be centered on Tech Mahindra's products and services and its CSR, community and climate change initiatives alongside its expansion story and growth strategy in the US market.
- Implement a targeted media relations program to attain maximum exposure and visibility in mainstream news, business, tech, eco-centered and IT media. The RPR media relations strategy will also target and engage with key business micro-influencers.
- Drive a thought leadership program on behalf of Tech Mahindra CEO Dr. C. P. Gurnani and other C-Suite Executives: this program entails a consistent stream of bylined articles, expert commentary, speaking engagements, whitepapers and case studies, all crafted with an eye toward achieving maximum impact within the U.S. IT industry.

Core to the program is an extensive media relations campaign to generate coverage in key print, online and broadcast outlets. To secure this publicity, we will employ tactics as outlined below.

IV. BRAND MESSAGING, POSITIONING & COLLATERAL DEVELOPMENT

Our program will begin with a series of meetings with the Tech Mahindra team so we can:

- Audit all existing Tech Mahindra materials (most of which are on your website)
- Develop a strategic messaging platform
- Isolate niche media outlets based on Tech Mahindra products and services

Tech Mahindra's recent PR and media efforts in the USA have been what we refer to as "basic hygiene" – our communications goal is to double/triple your proactive storytelling efforts. In addition to the potential messages we will derive from activities and initiatives already described in the Overview (above), we believe Tech Mahindra offers a wealth of assets to work with:

- Nearly 1000 global customers include Fortune 500 companies in the Banking, Financial Services & Insurance, Communication, Media & Entertainment, Energy & Utilities, Healthcare and Life Sciences, Hi-Tech Manufacturing, Public Sector & Government, Retail and Consumer Goods, Travel Transportation and Logistics and Professional Services industries
- Proprietary data
- Ten development centers driving community-based stories
- Thought leadership on topics including sustainability, diversity + inclusion and upskilling
- In the Future
- #A14ACTION/ACUMOS
- Tech Mahindra Foundation

Immediate Action

- Conference call with Tech Mahindra and the RPR IT Specialty Team
- Tech Mahindra to develop a briefing document for RPR

BRAND MESSAGING AUDIT

RPR will review Tech Mahindra's corporate messaging and refine it into key, easy-to-understand message points to be used for both external outreach and internal corporate communications. These points will properly represent and deliver the key big-picture messages to help build greater brand awareness and business opportunities. RPR will also prepare messages highlighting the company's broader areas of expertise and key points of differentiation from its competitors.

BRAND MESSAGING STRATEGY DOCUMENT

At the onset of our campaign, RPR will create a customized brand messaging strategy document for each spokesperson. This document will serve as a master guideline to advise Dr. C. P. Gurnani and other C-Suite Executives on how to leverage these key message points to answer questions during all scheduled interviews. Our goal is to provide clear, refined messages to management and help all key personnel stay on message.

PRESS KIT MATERIALS

RPR will use these core messages in all communications materials and press kits. We will develop a press kit for Tech Mahindra and provide it to media and other key audiences throughout our campaign. The press kit will comprise a company backgrounder, materials specific to Tech Mahindra's U.S. activities and business, corporate memos, FAQ, press releases, pitches, biographies, photographs, select press coverage and more. The content in the press kit will continually evolve and be updated in alignment with our program.

FAQ

Once the brand's message platform is approved, RPR will develop an FAQ document and talking points to assist Dr. C. P. Gurnani and other C-Suite Executives in organizing and successfully delivering important points related to their areas of focus during interviews. Effectively relaying key messages is an important point for building thought leadership critical mass. The FAQ can also focus on new products, services and other announcements.

V. MEDIA RELATIONS TACTICS

Throughout our campaign, RPR will continually develop and pursue unique, creative story angles to ensure Mahindra is constantly positioned as an innovative leader in the U.S. IT marketplace. We will leverage trending topics pertaining to Tech Mahindra products and services, and we will persistently monitor these topics on the company's behalf.

PR PLAN AND PROGRAM TIMELINE

RPR will draft a full Public Relations plan and a master calendar for its implementation. This master calendar will be broken into 30-, 60- and 90-day detailed interval plans and include the estimated duration of each initiative; it will also allow RPR to chart our strategy to achieve maximum results. We will consider news urgency, new product launches, seasonal considerations, strategic partnerships, mergers and acquisitions, personnel announcements and special events.

MEDIA TRAINING

RPR will help train key spokespeople to deliver the brand messages during print and broadcast interviews to effectively convey the Tech Mahindra story – this training will also help these spokespeople build rapport with reporters as go-to sources for expert commentary. RPR will rehearse message delivery techniques, such as the art of “bridging,” which refocuses the interview by strategically redirecting off-message topics and questions.

COVER/FEATURE STORY PITCHING

We will identify and create stand-alone feature opportunities for Tech Mahindra in large-circulation newspapers, magazines and their online properties, as well as in the most widely read online-only publications. This type of exposure will enable us to establish and maintain visibility among key audiences. We can also negotiate with highly regarded publications to place feature stories about Tech Mahindra on the cover by buying ad space. Examples of target publications include Forbes, Fortune, TIME, The Economist, The Wall Street Journal, Reuters, CNBC, The New York Times, CNET, Fox News, USA Today and The Washington Post.

IN-STUDIO TELEVISION OUTREACH

To secure a variety of broadcast exposure, RPR could arrange in-studio media tours for Tech Mahindra CEO Dr. C. P. Gurnani and other C-Suite Executives on news/talk shows and television networks to discuss Tech Mahindra's initiatives, activities, announcements, future plans and other developments, as well as to comment on IT sector innovations and trends. Frequent appearances on high-profile programs — broadcast as well as online, including influential podcasts — will further establish Tech Mahindra executives as industry authorities in the U.S. IT market.

TECH AND FINANCE INDUSTRY TRADE OUTREACH

RPR will target tech and finance trade press for extensive coverage and ongoing awareness of Tech Mahindra and its activities in the U.S. IT marketplace. We will target a wide range of outlets and story angles surrounding each vertical (AI, cloud, etc.) to ensure full house coverage in all relevant trade publications. The goal of all coverage will be to reaffirm a strong brand identity in the USA and position Tech Mahindra in a favorable light.

LOCAL NEWS OUTREACH

In addition to national coverage, we will also focus on and highlight important activities relevant to each local economy and community in which Tech Mahindra operates. Examples of story angles would include new clients/offices, new products and services, contract extensions and CSR activities.

OP-EDS/BYLINES

Op-Ed pieces offer excellent opportunities for Tech Mahindra IT experts to publish articles from their perspectives, offering industry insight and subtle promotion of their stances on facts and/or issues. RPR will identify high-value op-ed opportunities in business and trade publications and assist Tech Mahindra spokespeople in drafting op-ed pieces and trade articles and delivering them in a timely manner to meet editorial deadlines. Such opportunities will serve to position Tech Mahindra IT experts as authoritative industry voices.

CORPORATE INFLUENCER RELATIONS

RPR will target business and governmental luminary influencers who are considered experts in their respective niches or fields and ideate creative ways to engage them on behalf of Tech Mahindra. We will work closely with Tech Mahindra to develop unique offerings to entice these influencers to engage, such as collaborative speaking engagements, panel opportunities and joint publicity initiatives.

SPEAKING OPPORTUNITIES

RPR will also identify relevant speaking opportunities at trade shows, events, conferences, universities and other industry gatherings to reinforce Tech Mahindra CEO Dr. C. P. Gurnani and other C-Suite Executives as thought leaders. We will identify potential topics, arrange for lectures and participation in panel discussions, and we will draft key talking points in advance of these opportunities. RPR will research and identify key events, secure opportunities and arrange for media interviews at the conference. RPR recommends all speaking engagements be professionally videotaped/streamed and photographed, and that this content should then be posted across all owned channels and social media.

E-NEWSLETTERS

E-Newsletters (or company newsletters) include periodic updates, news, promotions and events communicated in print or electronic form. While these newsletters are useful in reaching prospects, their primary importance is in maintaining ongoing connections with contacts and existing customers. RPR can assist Tech Mahindra in generating e-newsletter copy: we can suggest topics, conduct research on approved topics and copywrite/edit all copy; we can also design a captivating template and compelling graphics.

VI. SOCIAL MEDIA MANAGEMENT

RPR recommends a targeted social media plan to reinforce the company's strategic messaging and public relations campaign, and to work synergistically to further elevate brand awareness and Tech Mahindra's profile.

SOCIAL MEDIA SET-UP AND CONSULTATION

Social media is an effective way to build a brand online and engage key audiences in a personal and highly targeted manner. RPR will advise on and set up the initial priority platforms, based on urgency and importance to achieving Tech Mahindra Key Performance Indicators (KPIs), and create an initial social presence on those channels. We will align all messaging to post on key priority channels and repurpose the content for ancillary channels as appropriate. Creating additional, more immersive and individually tailored strategies to ancillary platforms may incur additional fees as non-repurposed, original content will need to be strategized, approved and produced.

CONTENT AND SOCIAL MEDIA STRATEGY

The development of a strategic framework starts with an in-depth social audit, which includes: a detailed review of all promotional activities, current social content, the social presence of key competitors and relevant market dynamics; insights obtained through the social audit will be leveraged along with key long-term and short-term business requirements, KPIs, and communications goals to craft a comprehensive social media strategy. The strategy will include:

- **Content Program:** RPR will identify key content types ranging from in-house assets, found assets, and RPR/third party produced assets including user-generated content (UGC).
- **Content Development:** Our team will conceptualize creative templates and design guidelines for aesthetic and brand alignment.
- **Platform-Specific Recommendations:** RPR will identify where the company/brand should focus its social media efforts for maximum impact key themes/messages, posting cadence, and conversion goals (i.e. lead generation, website traffic and engagement).

CONTENT CALENDAR - CREATIVE DEVELOPMENT AND DEPLOYMENT

Once the overall social strategy is established and approved by all stakeholders, RPR will partner with Tech Mahindra to develop and manage a monthly, cross platform social media content calendar which will include all creative content development and execution for key priority platforms and for repurposing for ancillary platforms.

ACCOUNT MANAGEMENT

RPR will conduct ongoing meetings, provide resource management services and liaise with vendors and agency partners, as needed, to facilitate and manage all corporate social media for Tech Mahindra. Throughout our social campaigns, RPR will develop always-on, unique, and sharable content to position Tech Mahindra in the U.S. IT marketplace as a real-time source for trend inspiration and influence. The lens we will use includes leveraging trending IT, CSR and environmental topics, among others, which RPR will monitor on behalf of Tech Mahindra.

GROWTH We suggest deploying key growth tactics, including but not limited to employing a social growth service, audience giveaways and paid social support. RPR can recommend social

growth services and other digital tools used for account growth and engagement (additional fees may apply).

PAID SOCIAL ADVERTISING

We strongly recommend allocating budget for paid social support which will provide targeted and measured audience growth, conversions and engagement. RPR works with third-party agency partners to provide social media advertising services to our clients interested in building a substantial brand online through targeted social ads (work performed by a third party is subject to additional fees).

PERFORMANCE ANALYSIS

To ensure effectiveness of the social media campaign, RPR will prepare a high-level monthly report that reviews key performance metrics and recommendations for future content and engagement strategies. Additional insights can be gathered by measuring the general digital impact of social platforms on Tech Mahindra's online properties, including but not limited to your website, blog and press placements. This analysis can be provided by guest access to Tech Mahindra's Google Analytics or other website analytics software, platform-native analytics and third-party analytic services.

CHANNEL STRATEGY

Our target social media channels for this program would focus on IT (including AI), CSR and environmental channels, and includes providing Tech Mahindra with content for its LinkedIn, Twitter, Facebook, Instagram and YouTube accounts. Other components of our strategy include:

- **PROFILE REFRESH**

RPR will review all existing and active company channels to identify areas that could potentially be updated. This refresh could include development of new branded hashtags and more. Our goal will be to create consistency across all platforms, in line with our recommended content strategy.

VII. C-SUITE EXECUTIVE LEADERSHIP

As part of our longer-term strategy, the following tactics are complementary to our core program and may require additional budget and/or third-party fees.

EXPERT COMMENTARY & LEADERSHIP POSITIONING

We will pursue standalone feature coverage and profiles of Tech Mahindra CEO Dr. C. P. Gurnani and other C-Suite Executives to demonstrate thought leadership and expertise in the IT industry. We will also pitch key media to secure stories related to Tech Mahindra's products and services in industry- and trend-related features, both print and online.

CONFERENCE ATTENDANCE

We will work to develop a schedule of relevant trade shows, conferences and other key industry gatherings for Tech Mahindra's sales and business development executives to attend.

VIII. CONTENT DEVELOPMENT & MANAGEMENT

CONTENT AND SEARCH ENGINE OPTIMIZATION

SEO is the process of affecting the visibility of a website in a search engine's (i.e., Explorer, Google, Yahoo!) unpaid results, often referred to as "natural," "organic," or "earned" results. The higher ranked and more frequently a site appears in the search results, the more visitors it receives from the search engine's users. RPR works with a third-party, world-class SEO specialist who uses back-linking and other techniques so as to enhance and expand Tech Mahindra's online profile.

CONTENT STRATEGY DEVELOPMENT

RPR will work with Tech Mahindra's internal team to develop web, social and blog content to fortify an owned multichannel platform – this content will of course be search engine optimized. RPR will help research and produce content for Tech Mahindra to publish on its owned channels to increase and enhance engagement with target audiences in the USA, boost sales and burnish the Tech Mahindra brand. We will also maintain Tech Mahindra's LinkedIn page and amplify content through digital paid media and organic search.

WHITEPAPERS

Another excellent method for generating exposure among key audiences is by conducting research, compiling an authoritative report, and publishing the findings. A white paper can be used to educate Tech Mahindra customers, collect leads and promote Tech Mahindra's products and services to potential customers. RPR can help draft a white paper detailing the company's stance on an issue, convert it into a compelling format and then distribute it among reporters and other interested parties. Alternately, we could leverage proprietary research supplied by Tech Mahindra to draft a whitepaper.

DOCUMENTARY PRODUCTION

RPR suggests Tech Mahindra consider producing a documentary about #A14ACTION and/or 'Disruption by Design.' The documentary can be produced and filmed independently, then pitched to new media outlets such as Netflix, Spectrum, Amazon Prime or Hulu (**please note this would require an additional budget outside of our scope of work**).

CASE STUDIES

To demonstrate Tech Mahindra's expertise and showcase the company's projects and contribution to the U.S. market, we will develop case studies featuring "success stories," i.e., completed IT projects for Tech Mahindra customers. These case studies may include photographs/videos to illustrate the work and quotes from key stakeholders (CIOs, CTOs, etc.). These case studies could be posted on the company website, blog or social media accounts, as well as be featured in brochures and pitched as articles for publication in trade media.

IX. DISTRIBUTION, MONITORING & MEASUREMENT

We understand Tech Mahindra has an established distribution, monitoring and measurement process. Additionally, RPR offers press release distribution services and media monitoring services from preferred third-party vendors at negotiated rates. As needed, we can tap RPR's selected services, including PR Newswire, PRWeb, 24-7 Press Release and Cision. We will set up the elected account(s) on behalf of the organization. Tech Mahindra would agree to provide an authorized credit card with payments linked directly to the elected service(s). The organization acknowledges RPR does not own or operate these services and is not responsible for any related expenditures.

DISTRIBUTION SERVICES

RPR partners with leading national and international newswire services offering premium distribution to deliver our clients' messages across the most trusted and comprehensive content distribution networks in the industry. This provides the broadest reach and sharpest targeting available. Our preferred service providers include PR Newswire, PRWeb and 24-7 Press Release.

- PR Web: \$289 per release
- 24-7 Press Release: \$49 per release
- PRNewswire: \$825 per release

MEDIA MONITORING

RPR utilizes a comprehensive media monitoring and reporting service that provides digital, print and broadcast media clips and reports to our clients. Media monitoring is offered in real-time with live updates about your company from the web and social media. Our preferred service provider is Cision, as Cision has the most complete collection of global online news, blogs, social, print and broadcast channels (over seven million sources).

- Cision monitoring: \$250 per year

DETERMINING PROGRAM METRICS / KPIS

RPR will also work with Tech Mahindra at the outset of our campaign to determine the best metrics and/or key performance indicators to measure the success of our program based on the company's goals and market research capabilities. These may include a combination of metrics such as number of media placements and media impressions, headline visibility, share of voice among primary competitors, number of backlinks in placements, increased website traffic based on campaign-specific URLs, increased lead generation, increased brand awareness, a change in perception(s), new business or thought leadership opportunities generated, increased SEO to bury unwanted links/search findings and overall domain authority, etc. Much of this will be determined by the RPR IT Specialty team.

X. SAMPLE TARGET MEDIA OUTLETS

Rubenstein Public Relations will aim to secure media coverage on behalf of Tech Mahindra by targeting a comprehensive list of media outlets, including but not limited to:

Newspapers

New York Daily Newspapers: The New York Times, New York Post, New York Daily News, Newsday, am New York

New York Business Newspapers: Crain's New York Business

National Newspapers: USA Today, The Wall Street Journal, Financial Times, Investor's Business Daily, Washington Post, The Washington Times

Wire Services and Syndicated Outlets: Associated Press, Dow Jones, Bloomberg Business News, Reuters

Magazines

National News Magazines: Time, Newsweek, The Week, WSJ Magazine, New York Times Magazine, The Atlantic, World, National Journal

Business Magazines: Bloomberg Businessweek, Forbes, Fortune, Entrepreneur, Fast Company, Inc., Barron's, IndustryWeek, Black Enterprise, CEOWorld, Leaders Magazine, Success, Consumer Reports, Futures, Harvard Business Review, The Economist

Financial/Investment Publications: ABA Banking Journal, On Wall Street, Investor Relations Magazine, Mergers & Acquisitions, U.S. Banker

Technology Publications: WIRED, CNET, Trends, MSDN Magazine, Vision Systems Design, MIT Technology Review, T3 Magazine, Popular Science

Management Media: CEO Magazine, CFO Magazine, Business Ethics, Strategy & Business, MIT Sloan Management Review

Trade Media

Tech/Computing Publications: MacWorld, PC Magazine, Maximum PC, Linux, Computerworld, PC World, Computing, InfoWorld, Byte, PC Advisor, InfoWorld, Computing, NEXT Magazine, Network Computing, CIO Magazine, Recode, 9to5 Mac, The Next Web

Philanthropic/Charity Publications: The Chronicle of Philanthropy, NonProfit Times, Philanthropy, Philanthropy News Digest, Advancing Philanthropy, Nonprofit Quarterly, Stanford Social Innovation Review, Contributions magazine

Internet Media

Mainstream: Huffington Post, Daily Beast, Mashable, BuzzFeed, Yahoo, MSN, Fox News, CNN, Salon, Newsweek.com, NBC News, CBS News, BBC, Guardian, Vox, Slate, The Hill, Politico

Technology Blogs: Engadget, Gizmodo, ReadWrite, Scobleizer, BoingBoing, TechCrunch, TechMeme, TechDirt, Mashable, ZDNet, Recode, The Verge, Futurism, Ars Technica, VentureBeat, Life Hacker, NYTBits, Cnet, Hacker Noon, Gizmodo, Wired, Cnet, GeekWire, 9to5Mac, TechRepublic, Extreme Tech, SiliconAngle

Business/Finance Blogs: Dealbreaker, DealBook (NY Times), Fast Company blog, Business Pundit, The Kirk Report, A VC, Econbrowser, Business Insider, Paul Kedrosky,

Real Time Economics, Small Business Administration Blog, Business Law Prof Blog, getelastic, John Chow, 99to1percent

Environmental Blogs: TreeHugger, Dot Earth, Ecostreet, Inhabitat, Grist, Mother Nature Network, Clean Technica, Seeker: Earth, The Zero-Waste Chef, Green Biz, NYT: Green, The Cleanest Line, BBC: Earth Blog, Botany One, Inhabitat, Earth911, The Ecologist, PlanetSave, Circle of Blue, OnEarth

Broadcast/Electronic Media

Business Television: Bloomberg TV, CNBC, Fox Business News, Your Business (MSNBC)

National Morning Talk Shows: TODAY (NBC), Good Morning America (ABC), CBS This Morning, New Day (CNN), Fox & Friends (Fox News), Morning Joe (MSNBC)

Evening News Programs: CBS Evening News, Nightly News with Lester Holt (NBC), World News Today (ABC)

Entertainment News Magazine Programs: Inside Edition (CBS), Access Hollywood (NBC), Entertainment Tonight (CBS), The Insider, Extra, E! News, TMZ, Page Six TV

Late Night Talk Shows: Jimmy Kimmel Live (ABC), Late Show With Stephen Colbert (CBS), The Late Late Show with James Corden (CBS), The Tonight Show Starring Jimmy Fallon (NBC), Late Night with Seth Meyers (NBC), Watch What Happens Live (BRAVO TV), The Daily Show with Trevor Noah (Comedy Central) Desus & Mero (Showtime) Conan (TBS), A Little Late with Lilly Singh (NBC)

Digital Programs: WSJ Live, Z Living, Fox News Go, Forbes Digital, Big Think, KnowMoreTV, People Now, Cheddar, BOLD TV, Yahoo! Finance, CBS Newspath, NASDAQ

Local New York News: NY 1, WABC, WCBS, WNBC, WNYW, WPIX, News 12, FIOS 1

International Television: CNN International, Reuters TV, Associated Press Television News, IBTimes TV, Telemundo, CNN en Español, BBC America, Univision

Asian Television: Channel News Asia, TVB, International Channel Shanghai, India TV, Zee News, ET NOW, ETV Network, DD News, Metro TV, NHK World, Japan News Network, All-Nippon News Network, Nikkei CNBC, ABS-CBN News Channel, Radio Free Asia

Business Radio: Associated Press Radio Network, Bloomberg Radio, CNBC Radio, CNN Radio News, National Public Radio, WABC Radio

XI. STAFFING & REPORTING

Our IT Specialty Team, overseen by Richard Rubenstein, has the appropriate experience to manage the Tech Mahindra account and help the company achieve its U.S. objectives. We will target relevant media in the most effective manner possible maximize press coverage. The team, which is subject to RPR's right to determine staffing adjustments as necessary during the Term of Agreement, will include:

- A senior vice president to oversee the account
- An account executive to pitch and place stories
- Our media department (to provide additional support throughout all stages)
- Additional staff to handle social functions, special events, etc. as appropriate

ACCOUNT TEAM ENGAGEMENT

RPR's team will be available on a day-to-day basis for daily phone calls and emails, bi-weekly full account team conference calls and monthly face-to-face meetings: we provide reporting on daily, weekly, monthly and quarterly bases. We strongly recommended Tech Mahindra make a public relations representative available to liaise with RPR's account team, as we believe cooperation and coordination at every turn are crucial to the success of this PR program.

RICHARD RUBENSTEIN

President

A third-generation, world-leading brand strategist, Richard Rubenstein founded Rubenstein PR in 1987. Richard has extensive corporate communications and reputation management experience, having led programs on behalf of major corporations, family businesses and visionary entrepreneurs around the world. Most notably, Richard worked directly with President Donald Trump and the Trump Organization for over 15 years.

In the last several years, Richard has served as a high-level counselor to business leaders and public figures faced with highly sensitive litigation disputes and crises. His proven strategies have helped mitigate negative exposure and reframed public perception. From corporate to consumer, hospitality, government, and public figures, Richard has created PR strategies, overseen execution and managed crisis communications for Johnson & Johnson, Experian, Ferrari, Badgley Mischka, GlaxoSmithKline, Varsity, Dream Hotel Group, ALTR Created Diamonds, Alex Rodriguez (New York Yankees) and the Dominican Republic, among many others. He has also developed high-impact campaigns for some of the world's most iconic real estate projects, including 15 Central Park West, Time Warner Center, Cidade Matarazzo São Paulo and the Palm Jumeirah Dubai.

KRISTIE GALVANI,

Executive Vice President

Group Head of Corporate Communications and Professional Services

Kristie Galvani is an accomplished public relations professional whose decade+ experience combines business management, client relations, project management and strategic public planning and execution. With diverse communications experience across public relations, public

affairs and community affairs, Kristie represents clients across the consumer, health and sustainability sectors.

Kristie currently leads the corporate communications accounts at RPR, a roster featuring ABO Capital, Beatchain, Mahindra Fraud ID Unit, Mahindra Marketing Services and Mahindra SAAS. She oversees media training for all agency clients.

KATI BERGOU

Vice President

Group Head Business and Social Impact

Kati Bergou is a Vice President at RPR with a breadth and depth of experience in media relations, special events and corporate communications. Kati is responsible for developing and implementing strategic media campaigns and organizing special events on behalf of clients. She currently represents Ideal Properties, Halstead, MBLM, BankMobile, Monax/Agreements Network and Innovo Property Group.

ERIC KIM

Vice President of Media Relations

Eric Kim has focused on media strategy and media relations his entire career. At RPR he works on behalf of clients across the firm's entire roster. Eric is known throughout the Public Relations industry for converting clients' most difficult and hardest-to-sell objectives into national top tier media coverage – he achieves this by counseling clients, developing strategies and executing at every turn.

Prior to RPR Eric was a member of the Media Strategy & Media Relations team at Ketchum for 11 years and, before Ketchum, a core member of the Corporate & Public Affairs Practice at Edelman. Eric has taken emerging tech clients with no prior media exposure and procured them coverage in The New York Times, The Wall Street Journal and on the front page of USA TODAY's "Money" section, while his work on behalf of industry-leading tech clients' most difficult and hardest-to-sell objectives has garnered features in The Economist, Bloomberg BusinessWeek, Fortune, Newsweek, Fast Company, as well as a Forbes cover story and Silver Anvil Award-winning campaigns.

XII. ABOUT RUBENSTEIN PUBLIC RELATIONS

Founded by world-class brand strategist Richard Rubenstein in 1987, Rubenstein Public Relations (RPR) has become one of the most prestigious public relations agencies in the world.

Coupled with our media relations outreach, RPR forges co-branding partnerships with leading influencers and celebrities, an important component in ensuring broad media coverage. RPR also conducts press-familiarization trips and builds and maintains exciting relationships with brand-appropriate partners.

A sample list of RPR clients:

- Experian
- Ferrari North America
- Francisco Javier Garcia, Minister of Tourism, Dominican Republic
- Genesis.18
- Government of the Dominican Republic
- Hage Geingob, President of Namibia
- SAP
- The Dream Hotel Group