Tech Mahindra and InMobi Collaborate to Offer Industry's First Video Advertising Solution for Mobile Devices

Technology

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Solution to transform mobile video advertising for telecom providers, media and entertainment companies

New Delhi, Dallas – October 16th, 2019: Tech Mahindra Ltd., a leading provider of digital transformation, consulting and business reengineering services and solutions, announced today a collaboration with InMobi, the world's leading mobile-focused Marketing Cloud, to offer the industry's first video advertising solution for mobile for advertisers like telecom providers and media and entertainment companies. The solution will transform mobile video advertising by enabling them to develop and distribute innovative and engaging video advertisements on mobile.

The new solution is an addition to the capitalize component of Tech Mahindra's VU platform (Video Unlimited) that caters to 4Cs of content: Create, Curate, Circulate and Capitalize. Through this partnership, organizations will be able to take the video advertisements created at scale

with Tech Mahindra and, through InMobi, distribute them to targeted audiences through leading global mobile applications.

Manish Vyas, President, Communications, Media & Entertainment Business, Tech Mahindra, said, *"As a part of our TechMNxt charter, Tech Mahindra is committed to leverage next generation technologies and solutions to disrupt and enable digital transformation, and to build and deliver cutting-edge technology solutions. Our partnership with InMobi helps us in delivering connected experience to our telecom and media customers through the first of its kind adtech platform."*

With industry-leading attribution, data analysis and programmatic expertise, InMobi is helping brands drive real connections through in-app environments and video. Through this partnership, Tech Mahindra customers will gain access to exclusive supply through InMobi Exchange, InMobi's in-house programmatic mobile ad exchange, as well as additional supply sources through InMobi's Demand-Side Platform, InMobi DSP. InMobi's commitment to transparency and verifiable measurement through trusted third parties will be available by default to all Tech Mahindra customers working with InMobi.

Abhay Singhal, Co-Founder, InMobi Group and CEO, InMobi Marketing Cloud, said, *"We are excited to help the world" biggest media and entertainment companies find and reach the right audiences through mobile with Tech Mahindra. InMobi's unique data insights, precise audience segments and expertise in both programmatic and in-app environments will prove to be immensely valuable for*

Tech Mahindra's customers looking to drive real connections with their consumers through mobile video advertising. Our commitment to full transparency and leading partnerships with third-party measurement and verification companies will help Tech Mahindra's clients have the trust and vision needed to make in-app advertising work well on their terms."

As part of the TechMNxt charter, Tech Mahindra is focused on building an ecosystem that supports collaboration in the real sense. As a step in this direction, Tech Mahindra has collaborated with some of the finest businesses, working with academia, drawing from the millennial workforce and jointly creating cutting-edge technology solutions with partners.

About InMobi Group

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit www.inmobi.com.

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 21 billion Mahindra Group that employs more than 200,000 people in over 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.

We have been present in the Middle East region for over 20 years with offices in 6 countries in GCC offering digital and technology services to our customers in the region.

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