Tech Mahindra and EarthID announce strategic partnership to create a blueprint for Self-Sovereign Identity (SSI) powered Metaverse

Technology

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The first-of-its-kind and best-in-class platform to safeguard user identities in metaverse environments from emerging threat vectors

Hyderabad, May 18, 2023: Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions, today announced a strategic partnership with EarthID, the award-winning Decentralized Identity Management platform that allows secure and frictionless exchange and verification of identity information. The partnership will co-create a blueprint for a Self-Sovereign Identity (SSI) powered Metaverse platform that will provide users control over their data, privacy, and consent. Additionally, the platform will enable enterprises to protect their Metaverse environments from malicious threats such as DDoS (distributed denial-of-service) attacks, data breaches, and phishing attacks.

Additionally, the platform will enable enterprises to protect their Metaverse environments from malicious threats such as DDoS (distributed denial-of-

service) attacks, data breaches, and phishing attacks. SSI-powered Metaverse will empower enterprises to mitigate security concerns related to stolen identities and sensitive data, which may lead to huge legal and financial losses.

Together, Tech Mahindra and EarthID will create industry-leading solutions to prevent identity theft, optimize costs, and advance sustainability by facilitating secure, frictionless transmission and verification of identities.

Rajesh Dhuddu, Global Business Head, Emerging Technology Practice, Tech Mahindra, said, *"In the early days of the internet, when the Safe Code of Practice for online interactions was not formed, naive internet users shared Personally Identifiable Information (PII) without restriction. This caused reputation risk, unlawful access to user data, and impersonation. Thankfully, although the safety features of the internet have developed and users have grown more cautious and discretionary, the Metaverse still faces the same difficulties as it is too new and has no Code of Practice yet. We can now solve these challenges through our partnership with EarthID. It will enable us to create a secure system of interoperable identities for virtual worlds that will help users authenticate without revealing identity. It will also improve business value for our customers by empowering them to adopt and internalize Metaverse offerings, in a safe and secure way."*

Through this partnership, Tech Mahindra will integrate EarthID's blockchain-based, decentralized identification capabilities into its new SSI-powered

metaverse platform, making it secure for users and enterprises. SSIs are digital identities focused on verified and authentic credentials linked to real-world verification data, such as biometrics, that are managed in a decentralized manner. By utilizing blockchain technology and zero-knowledge proofs, users can self-manage their digital identities without depending on third parties to centrally store and manage their data.

Priya Guliani, CEO of EarthID, said, *"The advent of Metaverse has posed a challenge to organizations to provide a seamless, frictionless, and secure experience that attracts and retains customers. EarthID offers a user-centric, decentralized identity platform that is easily integrable, interoperable, and reusable across various Metaverses. Our partnership with Tech Mahindra will enable our enterprise clients to create immersive and secure experiences for their customers, employees, and partners, improving stakeholder engagement and brand loyalty."*

Tech Mahindra and EarthID aim to deliver industry benchmarking solutions that address data protection and privacy concerns while enabling enterprises to differentiate themselves in the competitive Metaverse landscape. The partnership is in line with Tech Mahindra's NXT.NOW™ framework, which aims to enhance 'Human Centric Experience', and focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

About EarthID

EarthID is a multi-award-winning decentralized Identity platform that enables organizations to issue and verify digital ID and credentials securely and seamlessly. EarthID helps organizations prevent identity frauds, reduce costs and foster trust, while empowering users with data ownership, privacy, and consent. EarthID offers interoperable and W3C compliant digital ID wallets, verifiable credentials and zero knowledge proofs.

EarthID is globally recognized for its innovation in the digital identity and blockchain space. EarthID was awarded the "Blockchain Innovation of the Year 2022" by Digital Leaders in the UK. Miami Dade Beacon council awarded the golden key to EarthID in 2022. EarthID has been honored with US Census recognition for innovation for SMBs, 2022. EarthID was the winner of the "Best Use of Blockchain in Financial Services" in 2019 and finalist of "Most Innovative Startup" in 2020 at India Fintech Awards.

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About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6+ billion organization with 157,000+ professionals across 90 countries helping 1290 global customers, including Fortune 500 companies. It is focused on leveraging

next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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