



Mahindra Satyam to Participate at the World Economic Forum Annual Meeting 2012 in Davos

The Great Transformation: Shaping New Models

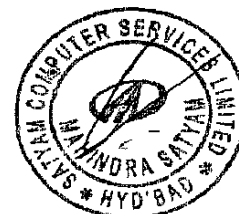
Hyderabad – January 17, 2012 – Mahindra Satyam, a leading global consulting and IT services provider, and a Strategic Partner of the World Economic Forum will participate at the Annual Meeting 2012 in Davos: 25th – 29th January.

Vineet Nayar, Chairman, and CP.Gurnani, CEO, Mahindra Satyam, will participate at the World Economic Forum to discuss and deliberate on the impact of transformation and the 'Mahindra Rise' initiative; a call to world businesses to innovate new business models that will meet the challenges of the current century including population growth, sustainability and economic development.

Today's world is undergoing a great transformation. This means living on a planet with 7 billion inhabitants, facing major structural challenges in the global economy, dealing with hyper-connectivity, and living with technology 24/7. To facilitate this transformation, new business models are required to create growth that is equitable, sustainable, and inspiring for future generations.

"We, as companies, have to cultivate and breed innovation so that it becomes part of every organization's culture. That's why the Mahindra Group has developed the Rise initiative." says **CP.Gurnani, CEO, Mahindra Satyam**. *"The challenge is to shape new business models for a brighter future. This requires close cooperation from both external and internal stakeholders"*

The spirit of Rise is a call to action based on the following three Pillars: *Accepting No Limits, Alternative Thinking, and Driving Positive Change*. At the Mahindra Group, the Rise model has been used to develop solar lanterns and electric cars; to deliver credit to under-served areas in rural India and IT know-how has been put to work for healthcare services and ambulances. Around the world, Mahindra Satyam supports those who are 'greening' businesses and building schools, advocating for reform and harnessing new technologies to drive positive change in health care, energy, utilities and other critical areas.





As one of the strategic partners of the World Economic Forum, Mahindra Satyam has been at the centre of its knowledge generation and thought leadership activities. It has made significant and tangible impact on global issues and society by contributing to better policy-making and engaging stakeholders beyond commercial objectives.

About Mahindra Satyam

Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance. The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the \$14.4 billion Mahindra Group, a global federation of companies and one of the top 10 business houses based in India. The group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, vacation ownership, rural and semi-urban financial services, etc. Mahindra has a significant and growing presence amongst others, in the automotive industry, agribusiness, aerospace, automotive components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel and two wheelers.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

For more information, see www.mahindrasatyam.com

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For clarifications, write to us at: MediaRelations@mahindrasatyam.com

Safe Harbor

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