

Date: October 30, 2023

To,

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal
Street,
Mumbai - 400001.
Scrip Code : 532755

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th floor, Plot No. - C/1, G
Block, Bandra-Kurla Complex,
Bandra (E), Mumbai - 400051.
NSE Symbol : TECHM

Sub: Intimation of Plan of Merger under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, ("SEBI Listing Regulations"), we wish to inform that a Plan of Merger of Mad*Pow Media Solutions LLC with Born Group Inc., which are wholly owned subsidiaries of Tech Mahindra (Americas) Inc., a wholly owned material subsidiary of the Company is approved on October 30, 2023.

The details as required under SEBI Listing Regulations, read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023, for the said merger is enclosed herewith as Annexure 'A'.

This is for your information and record.

Thanking you,

For Tech Mahindra Limited

Anil Khatri
Company Secretary

Encl.: As above

Annexure A

Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sr. No.	Items for Disclosure	Description
1	Name of the entity(ies) forming part of the amalgamation/merger, details in brief such as, size, turnover etc.	<p>Mad*Pow Media Solutions LLC (Mad*Pow) - Transferor Company was incorporated in the year 2005.</p> <p>Born Group Inc. (Born) - Transferee Company was incorporated in the year 2011.</p> <p>The turnover of Mad*Pow and Bom for the year ended 31-March-2023 is USD 12.10 million and USD 55.08 million respectively.</p>
2	Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arm’s length”	Yes. The transferor and the transferee companies are wholly owned step-down subsidiaries of Tech Mahindra Limited and as such the said companies are related parties to each other.
3	Area of business of the entity(ies)	<p>Mad*Pow is into consulting business that specializes in providing strategic user-centered design services and digital solutions to a diverse client base across various industries in USA.</p> <p>Born is the largest independent, integrated agency for strategy, creative content and commerce offerings with strong technology capabilities in USA.</p>
4	Rationale for amalgamation/ merger	The business of both entities Mad*Pow and Born are complimentary hence consolidation of entities will result in synergy of business operations, optimize operational cost and reduce the compliance risk.
5	In case of cash consideration – amount or otherwise share exchange ratio.	Mad*Pow and Born are wholly owned subsidiaries of Tech Mahindra (Americas) Inc., hence, no new shares are issued.
6	Brief details of change in shareholding pattern (if any) of listed entity	Not applicable.