

Press Release

Tech Mahindra supports International day of Yoga

- Has developed a portal for International day of Yoga - www.idayofyoga.org
- Plans to develop further tech solutions and use gamification to propagate Wellness using India's years of legacy in YOGA

Tweet :@PMOIndia launches International Day of #yoga website, powered by @tech_mahindra at @UNESCO <http://idayofyoga.org/>

Paris – April 10, 2015 – To honor Prime Minister Mr. Narendra Modi's vision of Yoga as a globally uniting force, Tech Mahindra is pleased to announce its web portal www.idayofYOGA.org, which was launched by the Honorable Prime Minister at the UNESCO headquarters in Paris today.





CP Gurnani, MD & CEO, Tech Mahindra along with Mr.Narendra Modi, Prime Minister of India at the launch ceremony in Paris.

Underscoring the fact that global health is a long-term development objective that requires closer international cooperation through the exchange of best practices, United Nations decided to proclaim 21st June the International Day of Yoga. This portal is intended to be a one stop shop for all information related to the International Day of Yoga, 21st June 2015.

Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering as part of its CSR initiative has developed this portal for the International Day of yoga and will further leverage digital technologies like mobile applications and social media to ensure that there is global awareness of this key event.

Speaking at the occasion, **CP Gurnani, MD & CEO, Tech Mahindra**, said *"We are happy to be a catalyst in the transformational journey from wellness of business to wellness of being. We strongly believe that these two can be married and the technology using the web, social media*

and devices can enable the growth of Yoga and bring true well-being to humanity. Tech Mahindra as a technology company feels proud to be part of this program and pledge our full-fledged support."

Commenting on the launch of the portal, **Vikas Swarup, Spokesperson designate Ministry of External Affairs**, said *"International Day of Yoga is a key event in the global calendar, so we applaud every attempt to help make this event popular and successful. We are pleased with this CSR initiative by Tech Mahindra, this brings together two key elements of India: a 5000 year old legacy and the current power of India's IT industry to the world."*

Tech Mahindra will support the cause throughout the year. We will use social media and online engagements to spread awareness on the benefits of yoga and make this website the one stop shop for all information related to Yoga and activities leading up to international day of Yoga across the world. The various Indian embassies and consulates will be able to contribute to this portal by outlining and publicizing their events thus maximizing participation.

Associates Engagement (our employees are referred to as Associates) at Tech Mahindra is addressed on five dimensions viz., Career, Alignment, Recognition, Empowerment and Strive (CARES). These five engagement levers help us take a holistic approach to engagement and ensure that the people practices, programs and policies that we design and implement are comprehensive. The Strive dimension, in particular, is about providing a wholesome employment experience to our Associates by enhancing their personal wellbeing in addition to their professional wellbeing and our Wellness Program is an important sub dimension under Strive. Hence, it is indeed one of the key focus areas of our People Practices

Tech Mahindra will do special sessions of yoga in every location that we are present in, encourage our employees and residents of those cities and through their network spread the message about the importance of a healthy mind and a healthy body.

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About Tech Mahindra

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.5 billion company with 98,000+ professionals across 51 countries. We provide services to 674 global customers including Fortune 500 companies. Our innovative platforms and reusable assets

