

Tech Mahindra and MDS announce a strategic global alliance with the first client win at Dixons Carphone

Warrington, UK /Mumbai, India | 13 May 2015: Tech Mahindra, a specialist in digital transformation, consulting and business re-engineering solutions and MDS, a leading provider of real-time charging, billing and customer management solutions have announced a strategic global alliance and have confirmed that iD, the new MVNO from Dixons Carphone announced in April, is the first joint client win of this alliance.

Tech Mahindra has implemented the leading billing and customer management solution of MDS and will manage the entire services infrastructure for Dixons Carphone iD which will operate on the Three network. With a set of market-leading introductory offers aimed at resolving common customer frustrations, iD will give mobile users better contract flexibility, greater access to free data roaming and the best value 4G service available in the UK.

The proven expertise of Tech Mahindra and MDS in launching MVNOs and helping them grow, combined with Three's high-profile data network, gives Dixons Carphone a unique advantage over its competitors. The joint solution enables Dixons Carphone to enter the competitive 4G digital services marketplace with compelling propositions which can be rapidly offered, thanks to a dynamically configurable platform.

"By partnering with MDS we have been able to provide a leading edge solution to Dixons Carphone to rapidly launch propositions in the UK market," commented Vishaal Gupta, Head – Europe, Communications Group, Tech Mahindra "Our joint capabilities will enable Dixons Carphone to offer consumers what they want and address their frustrations with current mobile phone plans"

"Tech Mahindra and MDS will enable Dixons Carphone to fundamentally change the nature of the relationship with its consumers through their differentiated propositions. We view this as the first amongst many joint wins in our strategic alliance with Tech Mahindra" commented Mark Edwards, CEO at MDS.

The joint solution combines strengths from both organisations. While Tech Mahindra specialises in telecom systems integration and operations that enriches the features and improve time to market for operators' products and solutions, MDS has a solid history enabling digital service providers to differentiate their offering as an MVNO. When combined, the solution takes care of the entire revenue and customer management infrastructure.

Aman Bhachu, UK General Manager, Customer Solutions and Connectivity at Dixons Carphone, said: "This joint solution with Tech Mahindra and MDS gives us the opportunity to build exciting new propositions for customers that will be different to what other UK networks currently offer. We know that people are looking for greater flexibility and control to run their mobile devices on their terms."

John Abraham, Lead Analyst for Revenue Management research at Analysys Mason, commented, "Dixons Carphone's new offering has the potential to make a strong impact on the UK MVNO market. Utilising Tech Mahindra's and MDS' joint solution, Dixons Carphone is adopting a customer-centric approach which will provide users with greater flexibility. With a unique focus on solving customer frustrations, Dixons Carphone expects to differentiate its offering in an increasingly competitive market."





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 connect across a number of technologies to deliver tangible business value to all our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

We are part of the USD 16.5 billion Mahindra Group that employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

Connect with us on www.techmahindra.com

About MDS

MDS is a leading provider of convergent real-time charging, billing and customer management solutions, enabling digital service providers to monetise and bill any product and service rapidly and accurately. Its managed service solutions support customers and deliver a low total cost of ownership, with a one view platform that enhances the customer experience.

Headquartered in the UK, MDS managed service solutions support customers across Europe and North America, including ACN, BT Business Mobile, eircom Business, Gogo, TalkTalk Business and Telefónica UK.

For more information, visit <http://www.mdscem.com>.

About Dixons Carphone

Dixons Carphone plc is Europe's leading specialist electrical and telecommunications retailer and services company, employing over 40,000 people in 12 countries.

Focused on helping customers navigate the connected world, Dixons Carphone offers a comprehensive range of electrical and mobile products, connectivity and expert after-sales services from the Geek Squad and Knowhow.

Dixons Carphone's primary brands include Carphone Warehouse, Currys and PC World in the UK and Ireland, Elkjøp, El Giganten, Gigantti and Lefdal in the Nordic countries, Kotsovolos in Greece, Dixons Travel in a number of European airports and Phone House in Germany, the Netherlands, Portugal, Spain and Sweden. Our key service brands include Knowhow in the UK, Ireland and the Nordics, Geek Squad in the UK, Ireland and various other European markets.

Business-to-business services are provided through Connected World Services, PC World Business and Carphone Warehouse Business. Connected World Services aims to leverage the Group's existing expertise, operating processes and technology to provide a range of services to businesses.

For more information about Dixons Carphone plc, please visit www.dixonscarphonegroup.com



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