

Tata Elxsi launches Strategy and Technology Consulting Services for the Media & Entertainment Industry

Bangalore, 8 April 2013: Tata Elxsi, a global technology and engineering services provider, announced the launch of Strategy & Technology Consulting services (S&TC) for the Media & Entertainment industry, today The bouquet of consulting services is directed towards Multi System Operators (MSOs), Broadcasters and Original Equipment Manufacturers (OEMs) facing challenges related to growth, expansion and technology in both mature and emerging markets, including US, Europe, Latin America and India.

Tata Elxsi brings over 15 years of specialized and global experience in working with leading MSOs, Broadcasters, OEMs, platform and software vendors, supporting their technology, product and services roadmaps. Tata Elxsi's S&TC services leverages this depth and breadth of experience across the industry ecosystem, and a dedicated team of experts across technology, operations and services delivery.

Tata Elxsi offers its experience in devising and improving customer-centric strategies to increase reach, engagement and monetization, technology-led strategies to help clients identify, evaluate and deploy cutting-edge B2C technologies and operational aspects to help improve service delivery and quality.

Speaking on the launch of the S&TC services, **M Thangarajan, Vice President and Head of Tata Elxsi's Broadcast Business Unit** said, "Our customers face different and constantly evolving priorities and challenges across geographies. For example, government driven digital switchover policies in countries such as Brazil, India and Mexico present great opportunities as well as challenges for operators, including the choice of adopting technology in a phased manner versus leap frogging, and related aspects of deployment and operations. The expertise and insight we have developed in mature markets will help us provide the right solutions and strategies for such customers."

About Tata Elxsi

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions. A part of the \$ 100 billion Tata group, Tata Elxsi addresses the communications, consumer products, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 4000+ employees and a network of design studios, development centres and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration.

Media Contacts

Tata Elxsi

Hari Balan

Corporate Communications

Ph: +91 80 22979123

media@tataelxsi.com