



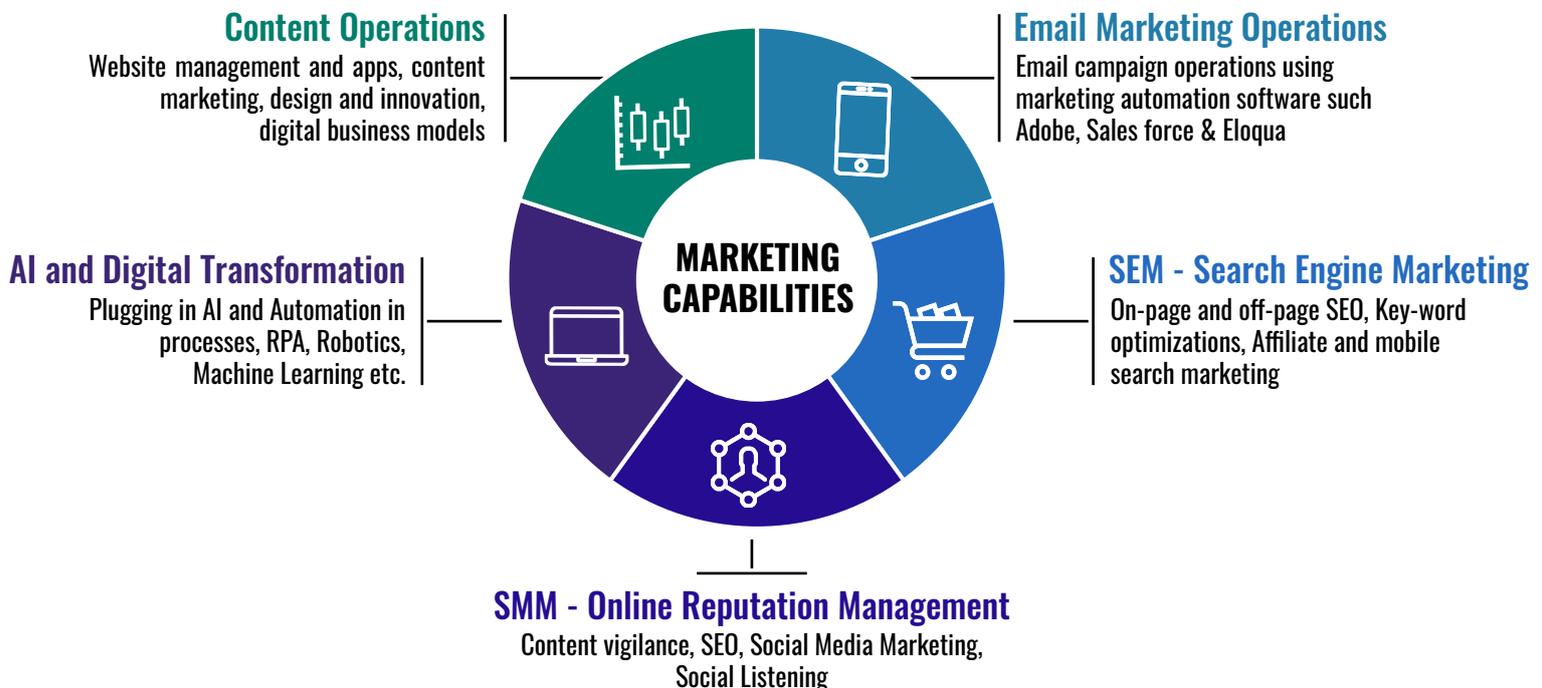
NEXT-GEN DIGITAL MARKETING

Healthcare and Life Sciences

Digital has taken over the Healthcare like never before. While engagement with HCPs and consumers is the priority, mgmt. and working with digital assets - website, email, platforms, CMS remains a challenge for most healthcare and pharma organizations. As a lot of digital is moving to content optimization through AI and RPA.

Tech Mahindra is here with End-to-end digital capabilities finessed over the years now. Powered by strong acquisitions we bring only the best. Let us explore our areas of Expertise

Our Digital Marketing Capabilities at a Glance



Our Promise

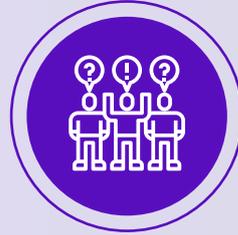
Enhanced Service Levels to Markets and Sites



Low Cost



Artworks as per global regulations



Catering to different markets and sites



Standardized Operations

What Partnering with us would mean to our clients

Benefits to our Clients



Leveraging Best Practices

- **14+ years** of developing and adapting best practices
- Best in class Partners – Adobe, ESKO, Global Vision, and many others



Operational

- **5000+ man years** of developing innovative techniques
- **Automation** to enhance process quality and productivity with consistent TAT



Reg. Compliance

- **Vast Regulatory knowledge** due to diversity of (120+) markets we support
- **GxP training** provided to Associates



Savings Realization

- In-house **Automation tools** to bring efficiencies
- **Low cost delivery center** ensuring cost arbitrage
- Potential cost reduction via **process improvements, error reductions and QMS initiatives**

- Partnerships – state of the art tools
- Ops. Leverage best practices
- Strong domain competency



- Ability to deliver 99.5% RFT (Read to print)
- 100% TAT compliance
- Designed to manage up-to 15% peaks
- Process efficiency up-to 20%



- Zero recalls due to regulatory since inception
- Proactive identification of inconsistencies preventing potential recalls



- Factored cost benefits to the tune of 15% over the deal term
- Automation will ensure significant downstream effort reduction to the tune of 30-40%

