

Escenda Engineering ties up with digital innovation consultancy *Annevo* to drive smarter mobility

Global collaboration to offer full stack of end-to-end engineering capabilities and digital solutions for automotive manufacturers in Sweden and worldwide.

Gothenburg, 28th May, Escenda Engineering, the Swedish arm of the world's leading global engineering services organization, **Tata Technologies**, today announced a strategic tie up with **Annevo**, a full-service digital innovation consultancy. This will benefit both the companies bolster global leadership in designing superior user experience and engineering next-gen innovations for future mobility.

Through the strategic agreement, the two companies will leverage synergy of talent, technologies, products, and solutions to respond to the evolving customer demands. Escenda Engineering is based in Gothenburg, Sweden and is an established leader in automotive product engineering and design. Beginning in May, the partnership will focus on Scandinavia and China where both companies are growing at a rapid pace with exciting customers.

“We continue to catalyze deep collaboration and drive relentless innovations to develop safer, smarter, and sustainable mobility solutions for the automotive industry. Escenda and Annevo share a common vision to bring great products to the market for their customers. With our connected vehicle offerings coupled with Annevo's full suite of digital solutions, we are in an advantageous position to support our customers in Sweden and across other markets” said **Arun Krishnamurthi, President Europe, Tata Technologies**.

The partnership between the two companies will result in a broader customer base where assignments will range from product-oriented segments to digital solutions and services. Customers will be offered specialized services within UX, development and innovation and full-system development where digital meets physical.

“We see our partnership with Escenda and Tata Technologies as a great opportunity to expand upon our successful business model and to further attract talent and new clients. We share many values with Escenda while complementing each other in business area competence. It's a win-win in every aspect of the collaboration.” Said **Martin Andréasson, CEO of Annevo**.

There will be several opportunities for interested parties to learn more about Escenda and Annevo in upcoming and mutually arranged TED-talks, recruitment days and studio evenings with focus on skills acquisition and problem-solving projects for customers.

About Escenda

Escenda Engineering AB, based in Gothenburg, is a leader in product engineering and design for Sweden's automotive sector. Escenda creates value by offering product development services to clients operating on a global market. Escenda is the Swedish arm of Tata Technologies, a global leader in engineering services outsourcing and product development IT services to the global manufacturing industry; enabling ambitious manufacturing companies to design and build better products.

For further information, contact:

Pratim Banerjee, Vice President – Scandinavia, Escenda Engineering AB.
+4643 147 52 18 pratim.banerjee@escenda.com

Christer Andersson, Department Manager - Electrical and Embedded Systems, Escenda Engineering AB, +4670 820 31 00 christer.andersson@escenda.com