

CNBC

Tech Mahindra to develop soccer content

In a bid to strengthen its business from the telecom space, Tech Mahindra will now develop content for the Union of European Football Associations, which will appear on mobile handsets. CNBC-TV18 reports that the Mahindras' plan is to strengthen its presence in the football field as well!

The World Cup may have just ended a month ago, but definitely football fever seems to have gripped Anand Mahindra. Even Mahindra United a team, which is sponsored by the [Mahindra](#) group, has made its promoter proud. It won the Federation Cup and stole the show at the National Football League.

Now Anand Mahindra is ready to scout for younger talent. Mahindra's will have four soccer experts who will handpick about 20 players from the first division under-16 school tournament.

These players will be trained by the Mahindras, and may also get to play for the Mahindra United under-19 team in the Junior National Football League. A budget of up to Rs 20 lakh will be spent for these activities.

And its not only at the football field that Anand Mahindra wants to score a goal, he wants to get hi tech about it with Tech Mahindra tying up with the Union of European Football Associations for mobile content hosting and delivery globally.

VC and MD, Mahindra and Mahindra, Anand Mahindra said, "As a country, we don't want to be content merely to be purveyors of entertainment of soccer to the world. We want to be one of the countries who are worthy of being shown on that content."

The Mahindras also want to be worthy of having a strong under-19 football team, which has not been able to catch up with its seniors.