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Tech Mahindra ties up with UEFA for mobile content

Mumbai, Aug 08: In what's probably the first for an Indian techie firm, Tech Mahindra on Monday inked a three-year deal with the technological arm of the UEFA, the governing body for football in Europe, to provide mobile content for events organised by the latter.

The CEO of the UEFA Media Technologies SA, Alexandre Fourtoy, told a press conference today that Tech Mahindra got the nod from among five companies who had sent in proposals for providing mobile content hosting and delivery platform worldwide of UEFA-conducted events.

The deal will be a three-way sharing agreement, said Chairman of Tech Mahindra - Anand Mahindra, among mobile companies, the Indian company and the European football body which has 52 continental units affiliated to it.

Fourtoy said that the agreement with Tech Mahindra whose expertise in mobile content delivery will "bring the action from our competitions, 17 in all including for juniors, closer to football fans around the world." "It will make content available anytime and anywhere," Tech Mahindra vice chairman and MD Vineet Nayyar said.

The services that the Indian firm would provide include creation of the platform, integrating with mobile operator networks worldwide and delivering football content from UEFA competitions, including the European (Euro) Nations Cup and UEFA Champions League (for top continental clubs).