



PRESS RELEASE

Mahindra Uses Magic Technology to Automate Business Processes between SAP and Other IT Systems

Or Yehuda, Israel, September 10, 2014 – [Magic Software Enterprises Ltd. \(NASDAQ and TASE: MGIC\)](#)), a global provider of [software platforms](#) for [enterprise mobility](#), [cloud applications](#), and [business integration](#), announced today that Mahindra & Mahindra Ltd. (M&M), a US \$16.5 billion multinational group, has implemented its [Magic xpi Integration Platform](#) to integrate its SAP R/3 system with OTM, a cloud-based business intelligence system, its Automotive Dealer Management System and other enterprise applications.

"Mahindra & Mahindra has increased operational efficiency and productivity by using [Magic's integration platform](#) to easily automate communication with trading partners and make information about third-party products accessible within our [SAP](#) system," stated **Vijay Mahajan, Head, Center of Excellence-Corporate IT** at Mahindra & Mahindra Ltd. "Thanks to Magic's metadata-based rapid development method, we have been able to complete these integration projects and others, quicker and with fewer resources than required by our previous integration solution."

Commenting on this project, **Nitin Bhosle, General Manager at Magic Software Enterprises India** stated, "With many enterprise systems already in place, leading companies like Mahindra realize that their next wave of operational improvements will come from integrating and mobilizing business processes. With innovative In-Memory Computing architecture and certified application adapters and connectors to leading enterprise systems, such as [SAP](#), [Oracle](#), [Salesforce](#), [Microsoft](#), [IBM](#), [Google](#), and others — the award-winning [Magic xpi Integration Platform](#) provides an ideal way for organizations of any size to increase ROI from their existing enterprise systems, regardless of whether they are located on-premise or in the cloud."

About Magic Software Enterprises

[Magic Software Enterprises \(NASDAQ: MGIC\)](#) empowers customers and partners around the globe with smarter technology that provides a multichannel user experience of enterprise logic and data.

For more information, visit www.magicsoftware.com.





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About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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