

"The future is not a result of choices among alternative paths offered by the present, but a place that is created — created first in the mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them, changes both the maker and the destination."

John Schaar, futurist

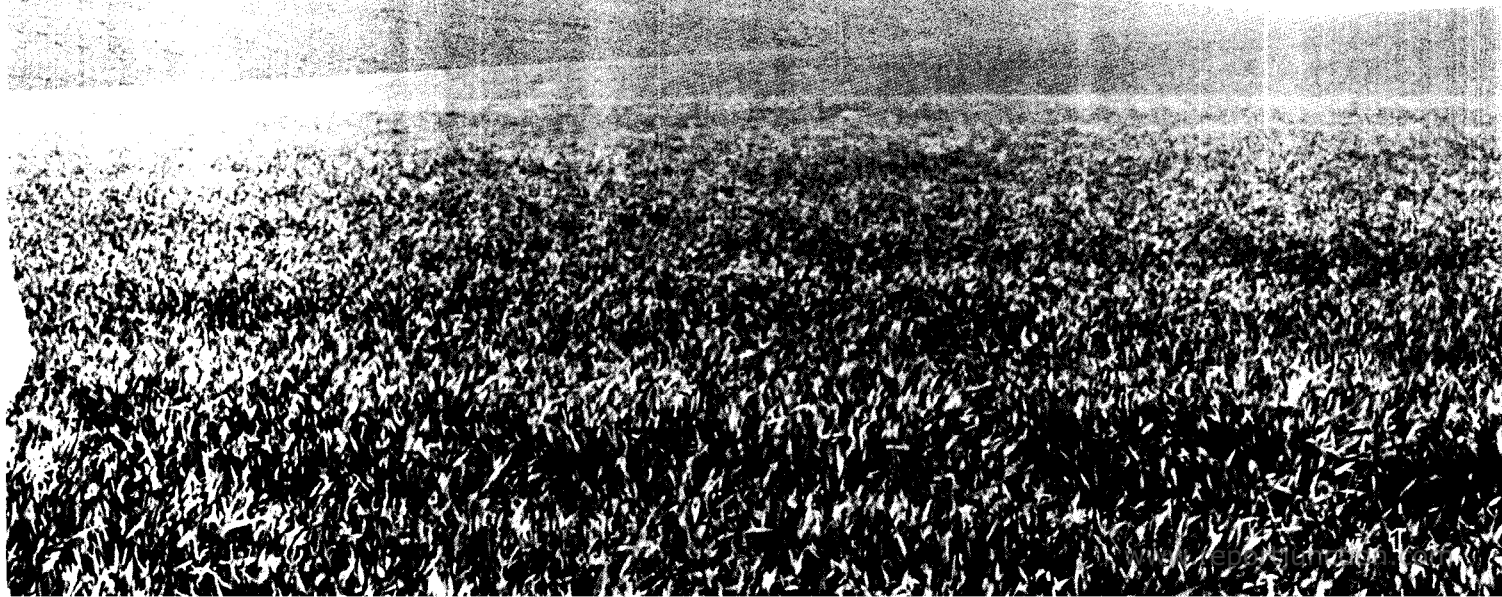
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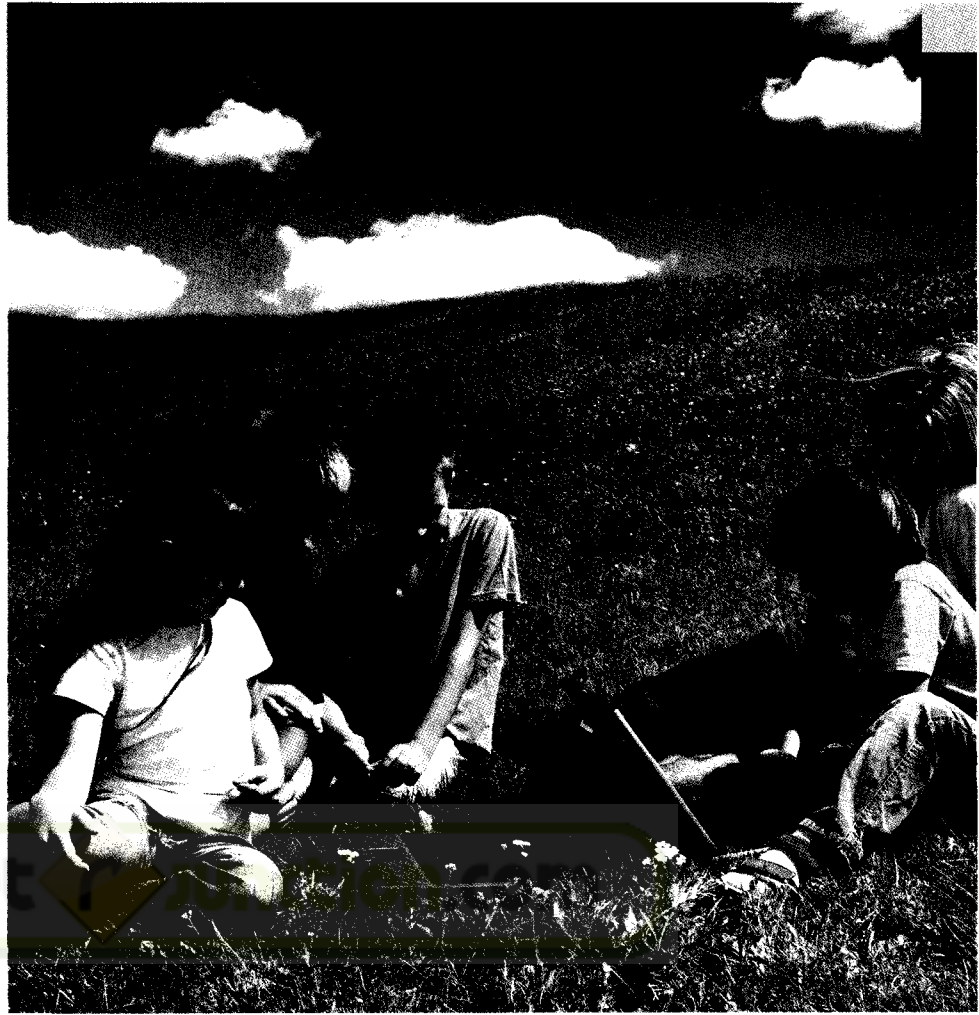


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THE MASTEK PRISM

Our New Identity – The Mastek Prism

The **Mastek** Prism is an evolved form of our earlier concept, the Inspiration Icon, and is sharply focused on the new Vision.

From our school physics, we know that the un-refracted light of the sun contains all the colours, but these colours are actually visible only in the refracted spectrum. Each of the colours exists in coherence with all the others – there is diversity, and yet that diversity exists as a 'unity', a totality.

The prism is a focused, clear-as-glass entity that turns the ordinary into the extraordinary.

It is the catalyst, the concept that frees the individual to innovate, to bring out his true colours, to challenge the status quo.

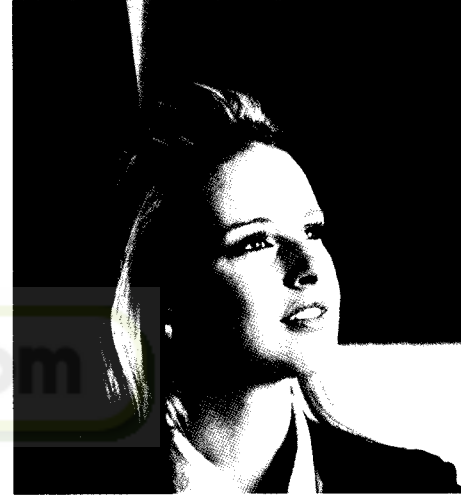
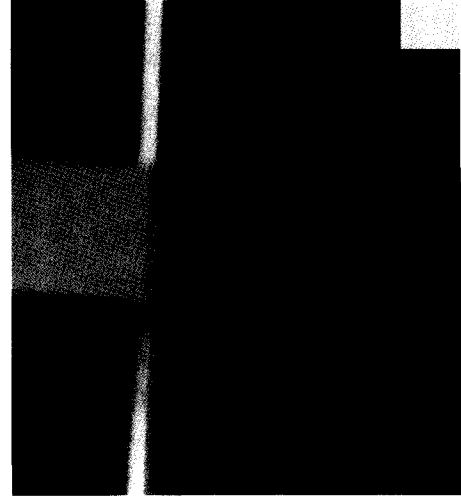
Being a Prism: what it means at Mastek

The power to enable transformation – that is the essence of the **Mastek** Prism. It reflects our culture of seeking new solutions, bringing new ideas to life: for our customers, our employees, our stakeholders, and to the world at large.

And just as the prism turns ordinary white light into a spectrum of brilliant colours, the reverse is equally true. The prism can transform the diverse colours of the rainbow into a neatly-focused, cohesive white ray of light, representing how the diverse talents and cultures of **Mastek** teams come together to fulfill a common goal.

Doing a bit of magic in between

At **Mastek**, rather than being passive, flowing with the tide and not rocking the boat, we choose to be pro-active, willing to take risks, and defy convention if necessary. Yet every Mastekeer has the sensitivity and the self-discipline required to keep the interests of the team top-of-mind. This attitude stems from our core philosophy that to succeed as an enabler of transformation, you can't be a mirror that's happy to merely reflect. Nor can you be a piece of glass that simply allows light to pass through. You must be the prism. Do a little magic in between.



LEADING THE THIRD WAVE OF INDIAN IT

The path that **Mastek** has taken over the years, has almost always been the untrodden one. We were never caught up in the cost-arbitrage game; so at **Mastek**, there's no flurry of desperate activity to move into the 'Third Wave' - we've been on the Third Wave before there was a 'Third Wave'! We have known for a very long time now that long-term success in this business will revolve around building IPs (Intellectual Properties). And IPs are all about innovation, about turning the ordinary into the extraordinary.

CLIENT SPEAK: A reinforcement of what **Mastek** stands for

"Whenever anyone asks me, 'Why Mastek?' I say, 'because they never let you down.'"

"Organized for speed... deliver on time... enabled us improve our quality, improve our pricing to our customers and therefore make us more competitive."

"People I enjoy working with - high integrity, high trustworthiness, high competence... their values are what I think propel them to be good partners."

"They are in for long-term relations and invest in their clients."

"Honest... work very hard and they are very fair. They don't necessarily seek to hold you to the letter of the arrangement but rather live up to the spirit of the arrangement."

"We have created one team and the relationship with the Mastek team is stronger than that with some of our on-shore sub-contractors."

"Mastek puts the right people on the ground to do the job. The quality of people and their rigor and discipline are better than other vendors.."

CLIENT SPEAK on what 'enabling business transformation' really means

"Mastek's people are strange. They are very, very good!"

"They augment our abilities of achieving excellence."

"They enable us to improve our quality."

"They make us more competitive."

"They make us a better company."

