Max Life Insurance Selects Cognizant's TruMobi™ Suite as its Enterprise Mobility Platform to Improve Distribution Effectiveness and Drive Revenue Growth

CHENNAI, India and TEANECK, N.J., Oct. 31, 2013 /PRNewswire/ -- Cognizant (NASDAQ: CTSH) today announced that Max Life Insurance, India's largest non-bank owned private life insurer, has licensed Cognizant's TruMobi™ suite as its enterprise mobility platform to help transform the way thousands of its agent advisors do business and engage with customers. TruMobi™ is one of Cognizant's recently announced BusinessCloud℠ solutions—a suite of ready-to-deploy, on-demand business and IT solutions.

With TruMobi™, Max Life Insurance will have better control over enterprise applications and data access by agent advisors. Agent advisors will have the latest information on their mobile devices and be able to offer products that best suit customer needs, thereby boosting distribution effectiveness and conversion rates, and reducing the risk of human errors.

"TruMobi™ will enable Max Life to seamlessly transition to the digital world of tablets and smartphones and help distribute and manage mobile applications effectively," said Hitesh K Arora, Director and Head of Technology, Information Security and BCP at Max Life Insurance Co. Ltd. "With its comprehensive mobility capabilities, high levels of usability, security and control, and the ability to instantly connect to multiple enterprise systems within Max Life Insurance, the TruMobi™ suite is an ideal catalyst for us to build an ever more successful life insurance business and deliver the core value of long-term savings and protection."

"We are pleased that Max Life Insurance has selected TruMobi™ for transforming its business, and enhancing its competitiveness," said Sowri S. Krishnan, Vice President and Head of Social and Mobile practice at Cognizant. "Dramatic shifts in consumer behavior and expectations have opened a great opportunity for insurers to leverage social, mobile, analytics and cloud technologies to spur innovation, drive disruptive change, and conform to regulatory mandates. We look forward to helping Max Life Insurance reap the rich operational and strategic benefits of the TruMobi™ suite to not just 'run better', but also 'run different'."

About Cognizant TruMobi™

TruMobi™ is one of Cognizant's BusinessCloud℠ solutions—a suite of ready-to-deploy, on-demand business and IT solutions. It is a unified, end-to-end mobility product suite consisting of modular, fully integrated solutions for application provisioning, security, integration and lifecycle management. TruMobi™ combines the best of Mobile Device Management (MDM) and Mobile App Management (MAM) to enable rapid, secure and effortless delivery and management of enterprise mobile apps and data. The solution suite is designed to provide freedom within a framework, ensuring business and personal apps and data remain safe, secure and easily accessible without requiring any changes to underlying application code streams. For more information, please visit: http://www.trumobi.com.

About Max Life Insurance Co. Ltd.

Max Life Insurance, one of the leading life insurers, is a joint venture between Max India Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max India is a leading Indian multi-business corporate, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance Group, which is amongst the top general insurers in the world. Max Life Insurance offers comprehensive life insurance and retirement solutions for long-term savings and protection. A financially strong and stable company with focus on quality of advice, sound investment expertise and service excellence, Max Life Insurance has set in place a values-driven culture and corporate governance through its superior human capital. The Company has a country wide diversified distribution model, including the country's leading agent advisors, exclusive corporate agency arrangement with Axis Bank and several other partners. For more information, please visit: www.maxlifeinsurance.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 164,300 employees as of June 30, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Form 10-K and other filings with the Securities and Exchange Commission. Cognizant undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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