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Capgemini engages with Indian IT enthusiast through an Innovative Tech Challenge on social platform

Mumbai, May 06, 2013 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services in India, is hosting a unique 'Tech Challenge', through a gamified Facebook application to engage with IT professionals & enthusiasts across the country. This first-of-its kind initiative, has received tremendous response with more than 50,000 users adding the application on Facebook within a short span. The numbers are on a rise every week with exciting prizes up for grabs for contest winners.

The application currently has four different Tech challenges that will test the Coding skills, Tech Aptitude, Business Information Management and IT infrastructure of the participants. The challenges have multiple levels with increasing complexity. The application is designed to engage IT professionals to participate as well as challenge their network of friends online.

 "Initiatives like Tech Challenge is a unique way to engage with our target audience. We have made activities like coding more interesting by putting them up on a social media platform, a first for the industry. The response has been amazing so far and we have more and more IT enthusiast joining the challenge every day." says **Rajesh Chandiramani, Senior Vice President – Marketing & Sales, Capgemini India.**

The application leverages the social network, and allows participants to challenge their friends in the network and get notified when they beat each other's score. They can also refer friends to take this contest and get rewarded if they are the highest referrer. Overall top 3 referrers will also get exciting prizes and gift vouchers.

The person scoring the maximum marks in all the levels combined will be the winner.
- Over 25 tablets to be won
- Over 120 gift vouchers

More about the application: https://apps.facebook.com/techchallenge/

The Capgemini brand in India has seen a steady growth over recent years in line with the development of the company presence. The initiative is fully in line with the multiple aspirations of young IT professionals in India.

About Capgemini India

Capgemini in India is around 40,000 people strong across 9 cities (Mumbai, Delhi, Bangalore, Hyderabad, Pune, Kolkata and Chennai - Trichy and Salem). A pioneer in the IT industry, Capgemini has over 45 years of global expertise collaborating with leading corporations and now brings the Consulting, Technology and Outsourcing experience to India. With dedicated teams to service the local markets, Capgemini has strong domain experience to assist clients across the Government and Public Sector, Energy and Utilities, Manufacturing, Telecom and Financial Services sectors and help them advance in their respective industries.

Please visit www.in.capgemini.com for more details.