

Press Release

Hinduja Tech Partners with proaxia Consulting Group AG for proaxia SAP Vehicle Sales and Service (VSS) Solution for Automotive Dealerships

Stans, Switzerland — July 31, 2023 — - Hinduja Tech (HT) is now a proaxia Vehicle Sales and Service (VSS) Value Added Reseller (VAR), Implementation and Support partner. As a VAR, Hinduja Tech gains privileged access to resources, services, and product knowledge, fostering a strong partnership with proaxia to maximize business outcomes for customers.

This collaboration enables HT to deliver end-to-end SAP solutions for the automotive industry, leveraging its expertise as a leading SAP services provider coupled with deep domain expertise in Automotive. Built on the robust SAP S/4HANA platform, proaxia VSS is an SAP Certified cutting-edge Dealer Management System that leverages standard SAP functionalities and provides unparalleled performance. Hinduja Tech presents a comprehensive array of solutions encompassing strategic consulting, architecture design, implementation, and support. Their team of experts are ready to assist you in maximizing the value of your investment in SAP S/4 HANA and proaxia VSS solution.

"Hinduja Tech is excited to collaborate with proaxia in delivering tailored business solutions specifically designed for the automotive industry. By leveraging its automotive domain and SAP implementation expertise, HT incorporates industry best practices to drive optimal outcomes and efficiency for customers. This collaboration aims to address the distinct challenges and demands of the automotive sector, setting a new standard of excellence in the industry," highlights Prashant Nirmale, Business Unit Head, Digital Technology Solutions.

"This partnership is a very important step towards expanding our regional presence and providing more diverse options to our customers. Our goal in cooperation with Hinduja Tech is to leverage our strengths to build mutually beneficial relationships and joint success in the market. We are looking forward to the cooperation in shaping the future of Automotive Retail and the Heavy Equipment Retail Industry," said Jan Pedras, Head of proaxia Solutions Asia Pacific.

Together, Hinduja Tech and proaxia are committed to transforming the automotive landscape with innovative and tailored solutions.

About Hinduja Tech

[Hinduja Tech](#), part of the multi-billion-dollar Global Business Conglomerate, Hinduja Group, is the integrated Product Engineering and Digital Technologies Solutions provider for the mobility industry with a proven global delivery model. As a partner of choice, Hinduja Tech works with leading automotive organizations (OEMs & Tier-X Suppliers) and disruptive mobility players in the USA, India, Mexico, Canada, Europe, China, and Japan. Hinduja Group has a presence in over 38 countries and employs about 200,000 people. Hinduja Group has a significant presence in Commercial Vehicle Engineering & Manufacturing verticals.

As a certified SAP Services Partner, Hinduja Tech brings extensive automotive experience and domain expertise to the table. With proven technical capabilities, HT excels in tailoring SAP solutions to meet the unique needs of its automotive customers. Their commitment to

excellence has been recognized by SAP through prestigious awards such as the SAP Mobile Apps Partners Challenge Award and SAP HANA Innovation Award. Hinduja Tech offers comprehensive end-to-end SAP Automotive Solutions, including consulting, implementation, customization, and ongoing support and maintenance services. They are dedicated to delivering innovative and robust solutions to drive success in the automotive industry.

HT Global Office Locations: US, India, Mexico, Canada, UK, Germany, Japan, China, and Romania

About proxia Group

proxia Group is an international management consultancy firm with headquarters in Switzerland and branches in Europe, MENA, Asia, and the USA. They work with companies to develop future-proof processes and system architectures that provide tailored support for your business. In doing so, proxia for Automotive integrates SAP® standard solutions, customized add-ons, innovative proxia products, and specific solutions from vehicle manufacturers and third parties into existing IT landscapes.

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