

## Joint Media Release

### **Tata Technologies and TiHAN-IIT Hyderabad collaborate on Software Defined Vehicles (SDVs) and Advanced Driver Assistance Systems (ADAS)**

**Hyderabad, May 08, 2023:** Tata Technologies, a global engineering and product development digital services company, has signed a Memorandum of Understanding (MoU) today with TiHAN, IIT Hyderabad, to collaborate in the areas of Software Defined Vehicles (SDV) and Advanced Driver Assistance Systems (ADAS). As Automotive companies strive to develop SDVs with autonomous technologies, they look for innovative solutions and accelerators that help them reduce technology incubation time and cost. Tata Technologies and TiHAN will collaborate towards solutions that address these specific challenges being faced by companies in developing SDVs that incorporate the latest technologies. The collaboration will specifically focus on:

- ***Development of platform/s and Proofs of Concept (POC) that optimize product development timelines.***
- ***Enabling upskilling and hands-on training for Tata Technologies engineers at TiHAN in new technology areas.***

We believe that this collaborative approach to innovation will help drive the future of automotive technology and contribute to a more sustainable, connected, and technologically advanced industry.

**Reflecting on the collaboration with IIT Hyderabad TiHAN, Mr Warren Harris, MD, and CEO of Tata Technologies, said,** *"We believe that automotive companies rely on Tata Technologies to address their product development challenges and enable them to conceptualize, develop and realize better products that are safer, cleaner, and connected. Through this collaboration with TiHAN, IIT Hyderabad, we aim to collaborate and support innovations in the area of SDVs and associated technologies that help automotive manufacturers develop and manufacture great products. We will leverage our 25+ years of automotive domain knowledge and access to customers across the globe to help TiHAN-IIT Hyderabad develop a comprehensive set of solutions and accelerators for the automotive industry and upskill engineers on emerging technologies."*

**Prof B S Murty, Director, IIT Hyderabad, expressed his congratulations to both TiHAN-IITH and Tata Technologies on their collaboration.** *He emphasized the potential for significant innovation in the automotive industry that can result from this collaboration. Prof Murty also highlighted the TiHAN Testbed, a state-of-the-art facility and the first-of-its-kind in the nation, which is a dedicated facility for testing and validating a wide range of use cases of autonomous vehicles. He expressed his confidence that this collaboration will propel the progress of innovative solutions for autonomous navigation with potential global impact.*

**Mr Sriram Lakshminarayanan, President & Chief Technical Officer of Tata Technologies, expressed his enthusiasm for the collaboration, stating,** *"We can leverage our collective expertise and resources to explore use cases for SDV by adopting modern System on Chip (SoCs), Artificial Intelligence (AI), Machine Learning (ML), Over the Air (OTA) frameworks, and Connected technologies within the realm of Software Defined Vehicles. We believe that this collaboration will support the creation of solutions in SDVs, reaffirming our commitment to advancing the industry towards a technologically advanced future."*

**Prof P Rajalakshmi, Project Director, Dept. of Electrical Engineering at IIT Hyderabad, stated,** *"TiHAN at IITH has been established to focus on the research and development of autonomous & intelligent navigation systems. We believe that the collaboration with Tata Technologies is set to create valuable collaborative research focusing on innovative smart mobility solutions such as ADAS and SDVs."*

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### **About IIT Hyderabad:**

Indian Institute of Technology Hyderabad (IITH) is one of the eight new IITs established by the Government of India in 2008. In a short span of 15 years, the institute has become a top-ranker. It has 300+ full-time faculty, ~4,200 students, 18 Departments + Centre for Interdisciplinary Programs, nearly 200+ state-of-the-art laboratories, and five research and entrepreneurship centres. The institute has a strong research focus with approx. Rs ~700 crores of sanctioned research funding, with PG+PhD students accounting for about 60% of total student strength. IITH has more than 8700+ research publications with 1,30,000+ Citations, 190+ Published Patents, 2,000+ sponsored/consultancy projects with 500+ running projects, and about 125+ startups that have generated 1000+ jobs and a revenue of Rs. 800+ Cr. Follow us on [Instagram](#), [LinkedIn](#), [Twitter](#), [Facebook](#), [Koo](#) and [YouTube](#) for the latest updates.

To know more, please visit <https://www.iith.ac.in/>.

You can view all press releases/ notes from IIT Hyderabad at: <https://pr.iith.ac.in/pressrelease.html>

### **About TiHAN-IITH**

Department of Science and Technology (DST), under National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS), has sanctioned the prestigious Technology Innovation Hub (TIH) in the technology vertical of Autonomous Navigation and Data Acquisition Systems (UAVs, ROVs, etc.). Technology Innovation Hub on Autonomous Navigation (TiHAN) at IITH is a multi-departmental initiative, including researchers from Electrical Engineering, Computer Science and Engineering, Mechanical and Aerospace Engineering, Civil Engineering, Mathematics, Design, Entrepreneurship at IITH with collaboration and support from reputed institutions and industry. A first-of-its-kind integrated testbed on Autonomous Navigations (Aerial/Terrestrial) on the IITH campus was setup, which has state-of-the-art facilities such as Proving Grounds, Test tracks, Mechanical integration facilities like Hangers, Ground control stations, State of the art Simulation tools (SIL, MIL, HIL, VIL), Test tracks/circuits, Road Infra – Smart Poles, signalized & unsignalized Intersections, Environment Emulators like Rainfall Simulators, V2X Communications, Drone Runways & Landing area, Control Test center. TiHAN-IITH is envisaged as the destination for collaborative research for next-generation mobility solutions between academia, industry, and R&D Labs, both national and international. Follow us on [Instagram](#), [LinkedIn](#), [Twitter](#), and [Facebook](#) for the latest updates.

To know more, please visit: <https://www.tihan.iith.ac.in/>

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### **About Tata Technologies:**

Tata Technologies is a global product engineering and digital services company focused on fulfilling our mission of helping the world drive, fly, build, and farm by enabling our customers to realize better products and deliver better experiences. Tata Technologies is the strategic engineering partner businesses turn to when they aspire to be better. Manufacturing companies rely on us to enable them to conceptualize, develop and realize better products that are safer, cleaner, and improve the quality of life for all the stakeholders, helping us achieve our vision of #EngineeringABetterWorld. For more, visit us at <https://www.tatatechnologies.com/in> or learn more here. Follow us on [Instagram](#), [LinkedIn](#), [Twitter](#), [Facebook](#) and [YouTube](#) for the latest updates.

### **Disclaimer**

“Tata Technologies Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a draft red herring prospectus (“DRHP”) with the Securities and Exchange Board of India (“SEBI”). The DRHP is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) as well as on the websites of the book running lead managers JM Financial Limited at [www.jmfl.com](http://www.jmfl.com), Citigroup Global Markets India Private Limited at [www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm](http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm), BofA Securities India Limited at [www.ml-india.com](http://www.ml-india.com), the website of the National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com) and the website of the BSE Limited at [www.bseindia.com](http://www.bseindia.com), respectively. Investors should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the red herring prospectus (“RHP”) which may be filed with the Registrar of Companies, Maharashtra at Pune (“RoC”), in future, including the section titled “Risk Factors”. Potential investors should not rely on the DRHP filed with SEBI in making any investment decision.”

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