

Coverage Report

**Mphasis Unveils “Engineering Is in Our DNA” Campaign to Unlock Next-Gen
Customer Transformation**

August 17, 2021



Online

ET BrandEquity

[Mphasis says 'Engineering is in our DNA' in latest campaign](#)

Mphasis, an IT solutions provider has unveiled its brand transformation campaign – “Engineering is in our DNA” – a fresh approach that helps organisations unlock the new digital future. The new brand campaign, with 3D imagery for solutions and 4D brand video, will power Mphasis’ progression into a leading customer-centric solutions provider.

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The Free Press Journal

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Financial IT

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Mphasis’ brand evolution and cutting-edge design can be viewed [here](#)

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India Education Diary

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APN News

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