

MAHINDRA ENGINEERING SHOWCASES VIRTUAL PRODUCT DEVELOPMENT EXPERTISE AND INNOVATION WITH MSC.SOFTWARE ENGINEERING SOLUTIONS

Mahindra Engineering awarded 'Best Paper' at MSC.Software India User Conference 2010

SANTA ANA, CA--(Marketwire – July 27, 2010) – MSC.Software, the leader in [multidiscipline simulation](#) solutions that accelerate product innovation, today announced that Mahindra Engineering Services (MES) received the Best Paper Award for the presentation "Integrated Life Assessment of Truck Cabins," which focused on the virtual vibration analysis of a heavy truck cabin. This integrated approach was developed using MSC.Software's high-end engineering product sets including [Adams/Car](#) and [MSC Nastran](#).

Through MSC.Software simulation technology, complex models like suspension components were integrated with realistic non-linear data. Components such as the cabin floor, pillars and seats were incorporated through true physics dynamics to provide accurate simulation results. Using these complex models, Mahindra Engineering was able to accurately predict the real-world behavior of vehicle durability and fatigue life.

With more accurate assessment and faster results on product durability, this solution helps Mahindra Engineering deliver better value to its clients during the product development cycle. By applying this innovation to full vehicle testing, Mahindra Engineering is able to help original equipment manufacturers reduce the number of prototypes and significantly improve the design and development process.

The MSC.Software India User Conference 2010 drew over twenty-three technical paper presentations from the engineering community over the course of two days. The Best Paper recipient was selected based on a set of evaluation criteria including business and engineering context, complexity of solution, business value achievement, interpretation of results and presentation delivery; and recommended by an independent panel of judges comprised of distinguished industry professionals during the conference.

"Mahindra Engineering, as one of India's foremost engineering services provider, delivers world-class product development services to an array of leading organizations in automotive and manufacturing industries," said Sridhara Dharmarajan, Country Manager, MSC.Software India. "In response to increasing content complexity and global opportunities, Mahindra Engineering relies on market-proven [engineering solutions](#) from MSC.Software to improve design cycle time and ramp up continuous improvement, quality and technical innovation."

"MSC.Software's Best Paper Award substantiates our ongoing interest and impetus to continually improve our virtual product development process and deliver superior value to our clients. At MES, we are able to simulate and validate complex engineering cases for our

customers with MSC.Software. With this well-deserved award, MES has showcased its engineering thought leadership and continues to be at the forefront of engineering and simulation services,” said Mr. Manoj Nabar, Head – Delivery, Mahindra Engineering.

About Mahindra Engineering

Mahindra Engineering Services (MES), a part of USD 6.3 billion Mahindra group, is a leading engineering services provider to the global automotive, aerospace, and manufacturing industry. Headquartered in Mumbai (India), it has branch offices located in Pune & Bangalore, and overseas offices in USA, Germany, UK and Italy. Founded in 2003, with a highly experienced resource pool in engineering & product development process, MES today has strength of over 1350 engineers working on various projects in automotive & aerospace domain from concept to deployment phase.

MES takes pride in catering to key automotive on-road clientele like Honda, Renault Nissan, Bentley, BMW, GM etc in the Car segment, and companies like Navistar & Mercedes Benz in the truck & bus segment and Volvo Construction Equipments in off road segment.

About MSC.Software

MSC.Software is a global leader of multidiscipline simulation solutions that help companies improve quality, save time and reduce costs associated with designing and testing manufactured products. MSC.Software works with thousands of companies worldwide to develop better products faster with simulation technology, software, and services. MSC.Software employs 1,000 people in 20 countries. For additional information about MSC.Software’s products and services, please visit www.mscsoftware.com.

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Press Contacts

Kok Beng Thiam

Email: kokbeng.thiam@mscsoftware.com

Vijesh Rao

Email: vijesh.rao@mscsoftware.com