

## **SenseDriver Partners With TechMahindra to Make Heads Up Display Auto-Grade for Global OEM's and Tier 1's**

### *SenseDriver Keeps a Global Perspective with Software Design of SenseHUD*

Boston, MA ([PRWEB](#)) January 07, 2016 -- SenseDriver Technologies ([www.sensedriver.com](http://www.sensedriver.com)), a KICVentures portfolio company, announced today that it has been working closely with the Engineering and IT consultancy company Tech Mahindra to refine its heads up display technology.

From the beginning of designing their heads up display SenseHUD, SenseDriver Technologies has brought a high level of rigor to the product development process that is expected by global OEM's and Tier 1's.

“The goal of our partnering with Tech Mahindra has been to ensure that our product, the SenseHUD, is the most competitive aftermarket heads up display available,” says SenseDriver Technologies Chief Business Development Officer, Shyam Desigan. “Their global perspective, which is an outcome of their experience with several global automotive OEMs and Tier-1 suppliers, helps keep our product global.”

Tech Mahindra is a \$3.9 billion company with deep roots in serving global automotive manufacturers and Tier 1's. They recently took controlling interest in Pininfarina, the prestigious design firm behind such brands as Ferrari and Alfa Romeo.

The SenseHUD is a small, portable, aftermarket heads up display that mounts on the dash of any car. SenseHUD is specifically focused on improving driver safety by providing an affordable, safe driving technology that leverages the power and ubiquity of the smart phone. It works in conjunction with the safe driving app SenseSay.

#### About Tech Mahindra

Tech Mahindra ([www.techmahindra.com](http://www.techmahindra.com)) represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. Tech Mahindra is a USD 3.9 billion company with 105,200+ professionals across 90 countries, helping over 788 global customers including Fortune 500 companies. Their innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to its stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

#### About SenseDriver Technologies

SenseDriver Technologies ([www.sensedriver.com](http://www.sensedriver.com)) is a connected car company that creates safe driving technologies. By focusing on opportunities for innovation in the automobiles of yesterday, today and tomorrow, SenseDriver creates products that offer a level of accessibility everyone can experience.

#### About KICVentures

KICVentures ([www.KICVentures.com](http://www.KICVentures.com)) manages several portfolio companies (including SenseDriver Technologies) investing in disruptive technology in the health-tech sector. KICVentures acquires, creates, and nurtures companies and their technologies to their fullest potential.



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