

## **Mastek's Project Deep Blue Marks a Decade of Nurturing Future Innovators**

**Mumbai, India, 26<sup>th</sup> March 2025:** Mastek (NSE: MASTEK; BSE: 523704), a trusted digital engineering and cloud transformation partner, proudly marks a decade of success with the **10th edition of Project Deep Blue**, a pioneering buildathon designed to bridge the gap between academia and industry. Over the past ten years, this initiative has evolved into a flagship student innovation program, empowering young engineers with creative problem-solving skills, industry mentorship, and hands-on experience in addressing real-world challenges.

Project Deep Blue, the brainchild of Mastek's thought leaders, goes beyond competition—it is a professional development platform that nurtures critical thinking, innovation, and leadership. Unlike conventional hackathons, this initiative spans three months, providing mentorship and guiding young students to develop solutions that are technically solid, socially relevant, and market-ready.

Since its inception in **2015**, Mastek has engaged **12,677 engineering students**, championing innovation & problem solving beyond ideation. The initiative encourages aspiring engineers to challenge the status quo and build technology-driven prototypes with real-world impact. This year's problem statements leverage GenAI, IoT, and ML to address pressing challenges including urban food waste management, sedentary behavior monitoring, fleet route optimization, and object dimension estimation from selfies.

Mastek congratulates the Project Deep Blue 2025 winning team from **Sri Sairam Engineering College, Chennai**, for their impactful solution to the problem statement, 'Estimating Physical Attributes and Object Dimensions from Selfies.'

**Ashank Desai, Founder & Chairman, Mastek** commented, *"Project Deep Blue is a celebration of innovation, collaboration, and talent. Over the past decade, it has empowered students to push boundaries, solve real-world challenges, and become tomorrow's tech leaders. By working closely with NGOs, we are not just fostering technical excellence but also driving meaningful social impact. As we mark ten years of this transformative journey, we look forward to shaping the future with the same spirit of determination and limitless possibilities."*

*"As Project Deep Blue marks a decade, Mastek remains committed to nurturing young talent into future innovators. By bridging academia, technology, and industry readiness, we are shaping leaders who think critically, create fearlessly, and innovate with purpose to build a more sustainable world,"* said **Ritwik Batabyal, CTO & Innovation Officer, Mastek**.

*"Project Deep Blue is a unique Launchpad for innovation, bringing together students, mentors, and innovators. It connects students with industry & incubators, enabling them to build early-stage startups, transform ideas into sustainable businesses, and become job creators rather than job seekers."* said **Dr. Ravi Shankar, AI & Data Science Leader, Co-founder of Gram Paathshala, Entrepreneur & Keynote Speaker**.



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*"The problem statements truly touch upon real-world challenges, and the prototypes showcased by students-cum-aspiring entrepreneurs demonstrate immense potential for positive societal impact. It is commendable to see young minds leveraging technology for critical issues like food waste management. Project Deep Blue is elevating student innovation to the next level."* said **Mr. Manoj Magar, Founder & CEO of Rays of Hope Ministries.**

#### About Mastek

[Mastek](#) is a global provider of enterprise AI, digital, and cloud services, enabling clients to achieve measurable and sustainable returns on their technology investments. The company has a presence in over 40 countries and a skilled workforce of more than 5,000 employees. Mastek partners with industry leaders such as Oracle, Salesforce, Microsoft, AWS, Snowflake, and Databricks, serving key sectors such as Public Sector, Healthcare, Retail, Manufacturing, Higher Education, and Financial Services. Mastek is committed to driving innovation by developing strong ecosystem of start-ups, academia and IPs. With its core values of trust, value, and velocity, the company empowers 400+ active customers to transform their business in the evolving tech landscape. Mastek has always been a solutions-focused and a relationship-centric company, valuing both employees and clients. With its humane approach, Mastek fosters growth through sustainable goals, high ethical standards, and responsible governance.

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