

## Sheppard Mullin Represents Tech Mahindra in Acquisition of Born Group

11.26.2019

Sheppard Mullin represented Indian IT services firm Tech Mahindra Ltd. in its \$95 million acquisition of Born Group Pte. Ltd, a New York-based marketing and media solutions agency. Born Group is owned by private equity firms True North Capital and Zodius Capital, and its marquee clients include Sotheby's, Red Bull, Skull Candy, Harley Davidson, Ferragamo, Fossil, Ethan Allen, Thomas Pink, Glanbia, Tetley Tea and Maxim.

The Sheppard Mullin deal team that represented Tech Mahindra was led by partner Valérie Demont and included Karl Buhler, Carol Archer, Malika Levarlet, Michael Chan, Dmitriy Chelnitsky, Judith Fiorini, Daniel Yannuzzi, Trevor Quist, Lindsay Stone and Sean Kirby.

[Click here to read more about the deal.](#)

### Practice Areas

Corporate

Private Equity

South Asia