



Consumer packaged goods

Enabling superior partner collaboration and consumer engagement.

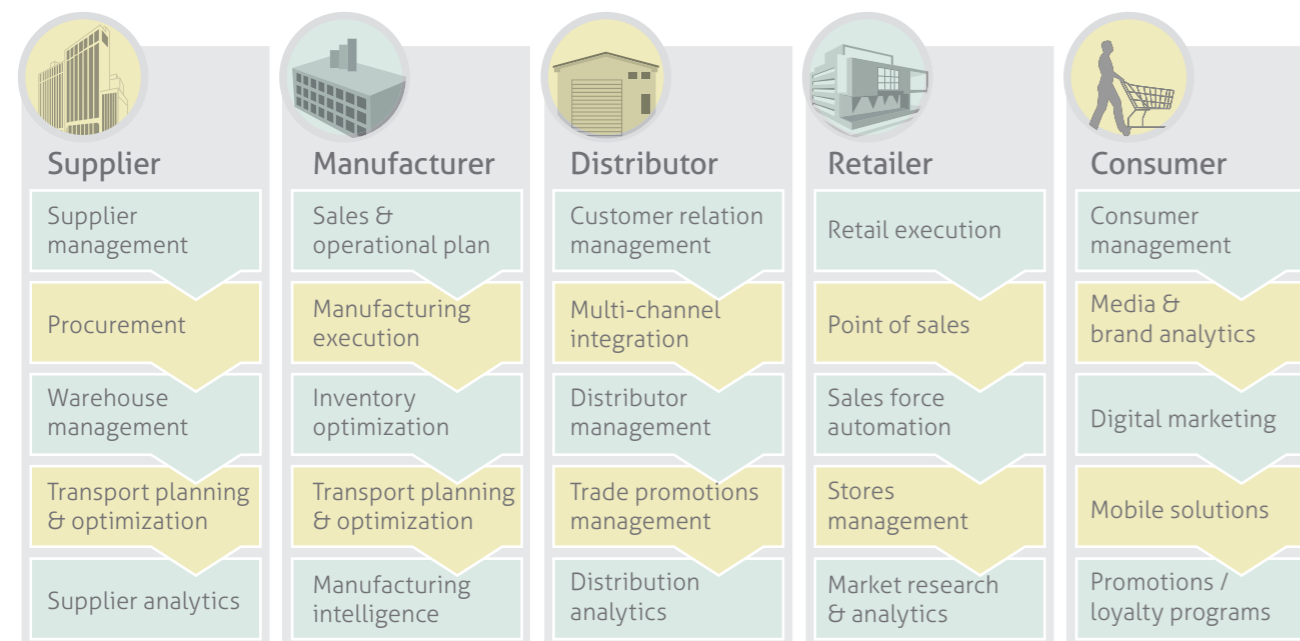


Welcome to possible

Consumer Packaged Goods (CPG) enterprises face extraordinary challenges today. Digitization is reshaping consumer behavior, pushing enterprises to engage directly with consumers in innovative ways. Building productive and collaborative relationships with the partner ecosystem has become increasingly important for manufacturers. Growing opportunities in developing markets are forcing them to work in unfamiliar areas.

Mindtree partners with global CPG enterprises including 4 of the top 10 to deliver superior IT solutions. Our solutions help customers improve collaboration with their partner ecosystem and bring them closer to end consumers. Deep domain knowledge, technology leadership and delivery excellence enable us to deliver meaningful business solutions.

Domain focus



Solutions

<p>mPromo: Trade promotion management solution to manage, measure and optimize trade promotions in a smart and cost effective way.</p>	<p>mSales: Sales force collaboration solution.</p>
<p>mKonnnect: Multi-channel customer engagement and loyalty solution.</p>	<p>Digital marketing kit and integrated services delivery platform: Digital solutions to increase consumer engagement.</p>

Services focus

Agile	Cloud
Analytics and information management	Digital business
Application development and maintenance	Independent testing
Enterprise application integration and business process management	Infrastructure management services
	Mobility
Business technology consulting	Product engineering

Our track record

Fortune 10 consumer goods enterprise	Improved consumer engagement, through digital business solutions, for a global portfolio of 53 brands, 200+ brand-country combinations, 385 sites and 7 regions.
World's leading consumer goods enterprise with over 400 brands globally	Enabled 10,000 distributors and 41,000 salesmen in emerging markets, to sell, distribute and merchandize products with our distribution management solution.
	Managed trade promotions of over USD 1.5 billion across 35+ countries in enabling optimized trade spend and improved promotions.
World's leading footwear and apparel enterprise	Defined, built and ran the next generation digital marketing platform. This created enhanced collaboration, reduced the "concept-to-shelf" time cycle and improved customer satisfaction.
Global beverage company	Achieved significant annual cost savings by re-engineering master data management processes. Consolidated 8 legacy systems into one application that managed 300,000+ customers.

The Mindtree edge

Domain led approach	Business solution to a technology problem
Differentiated domain solutions	Improved collaboration with the customer and enhanced engagement with the consumer
Global delivery excellence	Faster deployment
Solutions / frameworks	Reduced time-to-market and low TCO

Our customers



About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.