



Mindtree
Welcome to possible

Registered Office Address: Mindtree Ltd.
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Corporate Identity Number (CIN): L72200KA1999PLC025564
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Jan 19, 2016

The Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex, Bandra East,
Mumbai 400 051.

Dear Sirs,

Kind Attention to Mr. Gopala Krishna and Mr. Hari

Subject: Press Release - Mindtree unveils Flooresense platform for the retail industry

This is to inform you that, we will be making a press release, on the following topic:

Mindtree unveils Flooresense platform for the retail industry
Solution to drive in-store conversions by empowering store associates

A copy of the press release that will be distributed to the media is enclosed along with this letter.

Please take the above intimation on records.

Thanking you.
Yours sincerely,

for **Mindtree Limited**

Vedavalli S
Company Secretary



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Mindtree unveils Flooresense platform for the retail industry

Solution to drive in-store conversions by empowering store associates

Bangalore (India) and Warren (NJ) – January 19, 2016 - Mindtree, a leading digital transformation and technology services company, today announced the launch of its Flooresense platform to increase in store conversions for retailers. The solution will enable retailers to enhance customer experience and improve the productivity of store associates.

A big challenge faced by brick and mortar stores today is identifying and engaging a high potential shopper needing assistance to make a purchase decision, among a crowd of shoppers. Flooresense helps retailers identify real-time sales floor opportunities to enhance shopper experience and optimize sales time. The cloud-based platform which runs on Microsoft Azure, offers intelligent recommendations that connect the right store associate with high potential shoppers needing assistance. The solution identifies and prioritizes potential shoppers using video feeds and custom algorithms while maintaining shopper anonymity.

Gaurav Johri, Senior Vice President and Head, Platforms & Solutions Group said, "Over 80% of retail sales still take place in brick and mortar stores, especially for complex purchase decisions. Solutions that improve shopper conversion in stores can have an outsize impact on retailers' revenues. Store associates are a retailer's primary brand ambassadors and Flooresense equips them with relevant information to provide a superior customer experience leading to increased conversions."

Brendan O'Meara, managing director, Worldwide Retail and Consumer Goods at Microsoft said, "Modern retail chains can use platforms leveraging technologies like cloud, mobile and video analytics to empower their employees and power their business. The combination of Flooresense purchase-intent learning algorithms and a collection of Azure integrated services allows retailers to deliver a great customer experience with flexibility and scale across their entire store network."

The solution requires low investment from retailers, as it utilizes the stores' existing infrastructure such as video surveillance to sense the floor and is easily deployed on corporate networks. It requires minimal integration with store systems, making it a fast and affordable choice for improving in-store conversions.

About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a





strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.

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