



**Mindtree**

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## From the editor's desk

Hello, everyone! This edition of the Possibilities Newsletter focuses on how technologies are augmenting customer experiences. Given that various immersive technologies are impacting brand value, know more about how the retail landscape is becoming more competitive. Discover how capital markets are exploring various possibilities through Blockchain and Mindtree's Digital Health Passport solution is making global air travel seamless. Read on to know all of this and more...



**Neha Kathuria, Head of Marketing, Mindtree**

## Editor's pick

### **Mindtree expects digital to drive growth in FY23**

With decision-making being driven not only by the chief information officers but also CXOs across functions such as marketing and technology, digital demand is bound to remain strong in 2022-23, opines Debashis Chatterjee, CEO, Mindtree. Read on to know more.

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## Mindtree musings



## Immersive Technologies Augmenting Customer Experiences for Retailers

The retail landscape is becoming more competitive, forcing players to keep pace. The pandemic is influencing buying behavior and consumer decisions to an unprecedented extent. There is an upsurge in demand for artificial reality (AR) applications because of innovative use cases that have been made possible for global brands. Read on to know more about how applications of AR for virtual try-ons and furnishing, for instance, have created a huge impact for brands looking to increase their brand value.

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## Making Global Airline Travel Safe and Hassle-Free with Mindtree's Digital Health Passport

Airlines across the globe are looking for effective solutions for safe reopening with stringent hygiene standards, strict safety measures, usage of digital health passports, mobile apps, and other tech solutions to transform the travel experience for passengers. This whitepaper discusses the pandemic's impact on the airline industry and how global airlines are adopting new solutions to offer seamless, safe travel experiences to flyers.



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## Blockchain: Exploring Possibilities for Capital Markets

Characteristics such as immutable, auditability, shared database, multiple entities being authorized to make changes to the database, absence of trust and disintermediation makes the application scope of DLT (Distributed ledger technology) wider and deeper for the financial markets. Read on to know more.

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