



Mindtree
Welcome to possible

Registered Office Address: Mindtree Ltd.
Global Village, RVCE Post, Mysore Road,
Bengaluru-560059, Karnataka, India.
Corporate Identity Number (CIN): L72200KA1999PLC025564
E-mail: info@mindtree.com

Ref: MT/STAT/CS/18-19/16

April 24, 2018

BSE 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,

Subject: Press Release - Magnet 360 Announces Lightning Bolt Factory, for Salesforce Lightning Bolt, Empowering Companies to Deploy Faster with Partner-Built Industry Solutions

This is to inform you that, the Company proposes to make a press release on the following topic:

Magnet 360 Announces Lightning Bolt Factory, for Salesforce Lightning Bolt, Empowering Companies to Deploy Faster with Partner-Built Industry Solutions

New Lightning Bolt Factory from Magnet 360, the Mindtree Salesforce practice, offers an expedited way for businesses to create communities that improve communications with key audiences

A copy of the press release to be distributed to the media enclosed herewith.

Please take the above intimation on records.

Thanking you.
Yours sincerely,

for **Mindtree Limited**

Vedavalli S

Vedavalli S
Company Secretary



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Global Village
RVCE Post, Mysore Road
Bengaluru - 560059

T +91 80 6706 4000
F +91 80 6706 4100
W www.mindtree.com



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Salesforce Lightning Bolt allows partners to create and distribute Salesforce Bolt solutions—containing industry-specific functionality and design—that enable companies to jumpstart development of their portal or community

Minneapolis, April 24, 2018 – Today, [Magnet 360](#), the [Mindtree](#) Salesforce practice, has introduced their new Lightning Bolt Factory—built on Salesforce Lightning—which enables businesses to implement Lightning Bolt-based communities and portals even faster and easier. Businesses across many industries are using Salesforce Lightning Bolts to set up customized online communities for a wide range of needs, from employee engagement to service and support to customer satisfaction. And with its new Lightning Bolt Factory, Mindtree’s Magnet 360 practice is making it easier for companies to access these communities and solutions.

Businesses across industries have varying levels of success engaging with customers, partners and employees online – whether it be on their website or social media platforms. Magnet 360’s Lightning Bolt Factory allows clients to bundle business-specific templates, apps and other Lightning components together so that they can go live with a community or portal faster and more cost-effectively. Lightning Bolt Factory helps shorten implementation time and save clients service costs.

“Salesforce Lightning is all about driving audience engagement – e.g. a portal to provide personalized service, or a platform that sends consumers offers customized to their preferences,” said Matt Meents, CEO of Magnet 360. “Our Lightning Bolt Factory is built on Magnet 360’s industry-specific expertise and deep knowledge of the Salesforce Platform. We can help businesses pick and choose the components they need, so that they can go-to-market with powerful digital communities that deliver meaningful experiences to drive sales, greater loyalty or more employee productivity.”

Magnet 360’s Lightning Bolt Factory’s industry-specific solutions include [ConsumerConnect 360](#) for consumer goods, [Patient Engage](#) for healthcare, and [Connected Manufacturing](#) for manufacturing.

“Companies need to be able to quickly create and deploy industry-specific experiences that engage customers and partners, all connected to CRM,” said Mike Micucci, SVP and GM, Product, Salesforce Community Cloud. “Salesforce Lightning Bolt empowers a broad ecosystem of partners to package their expertise into new solutions that accelerate our customers’ time to market.”

Availability

- Built on Salesforce Lightning, Magnet 360's Lightning Bolt Factory houses solutions including [ConsumerConnect 360](#), [Patient Engage](#), and [Connected Manufacturing](#), which are currently available on the AppExchange

About Salesforce AppExchange

Salesforce AppExchange, the world's leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 5,000 solutions, 5 million customer installs and 70,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

Additional Resources

- Like Salesforce on Facebook: <http://www.facebook.com/salesforce>
- Follow Salesforce on Twitter: <https://twitter.com/salesforce>

About Salesforce Lightning Bolt

Salesforce Lightning Bolts are partner solutions built on the Salesforce Lightning enterprise application framework. Bundling apps, business processes and communities into one complete package, Lightning Bolts empower companies to accelerate the creation of communities, portals and customer-facing websites. Leveraging the deep industry knowledge of the Salesforce partner ecosystem, each Lightning Bolt is curated for a specific industry and business process.

About Magnet 360

Magnet 360, the Mindtree Salesforce practice, has been a Salesforce partner since 2004. As an established partner, we help forward-thinking companies engage their most important audiences to drive the growth, retention, and efficiencies that ensure meaningful business outcomes. By leveraging the Salesforce Platform and an iterative delivery model we help businesses work smarter and deliver value to their organizations quickly. Our innovative cross-cloud solutions have been delivered to customers in a variety of industries.

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.



Additional Resources

- Like Salesforce on Facebook: <http://www.facebook.com/salesforce>
- Follow Salesforce on Twitter: <https://twitter.com/salesforce>
- Become a fan of Magnet 360: <http://www.facebook.com/Magnet360>
- Follow Magnet 360 on Twitter: <http://www.twitter.com/Magnet360>
- Learn more about Magnet 360's Lightning Bolt Factory: <http://www.magnet360.com/>

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Media Contact:

Natalie Breon

Magnet 360, the Mindtree Salesforce practice

612.710.7373

natalie.breon@magnet360.com

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