

Investor & Analyst Meet 2017



Mindtree

*Welcome to possible*

# Mindtree 3.0

## POWERING NEW POSSIBILITIES

### Key Takeaways

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# Mindtree 3.0 – Powering New Possibilities

## Mindtree 1.0

Creating the foundation and taking the company to a successful IPO

## Mindtree 2.0

Expertise Led Strategy, Account Mining and Making Digital Real

## Mindtree 3.0

Driving change to maintain digital leadership

- Digital packages and platforms
- Consulting first approach
- Focused innovation for run and grow
- Humane Automation

# Next Gen Digital

Businesses are clear of their digital priorities (Digital and Business are synonymous)

Mindtree continues to be chosen as the Anchor partner (Business outcomes: faster conversion, increased customer life-time value, improve advocacy and help businesses stay relevant)

Customer Experience(CX) is the becoming the new battlefield and our clients looking to elevate customer experience delivery

Our marquee clients have started this journey to elevate customer experiences with Mindtree using AI, Data and Analytics, IoT and Conversational Messaging as the foundational technologies

Companies need a blueprint and operating model for—Reimagining CX, Modernizing their ecosystem and processes and Harnessing the power of data

**Mindtree is geared with its strategy to execute smartly (Focus areas: Key account focus, sell by play, strategic partnerships, IP and Digital Strategy consulting)**

# Partnering for Customer Success

By 2020: CRM is estimated to be the largest segment of Enterprise Software Market. This creates an incredible market opportunity for Salesforce and its partners such as Mindtree

Salesforce fits in well as an intelligent customer success platform for B2B and is a key offering to support Mindtree's Digital journey

**Mindtree is enabling its customers to get closer to their customers and drive growth, retention and efficiency**

# Building the workforce of Tomorrow

The new war for talent – shortage of digital skills coupled with broken approaches to build skills

Our program at our Global learning center (Kalinga) combines real-world experience with immersive learning to help develop the engineering, business and social aspects of thinking

Our mission is to encourage **curiosity**, ignite **courage** and foster **responsibility**. These values are key differentiators