Making Mindtree Memorable

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How are admirable companies assessed?

|	
Ability to attract and retain talented people	Quality of management
Social responsibility to the community and the environment	Wise use of corporate assets
Innovativeness	
Quality of products or services	Long-term investment value
Effectiveness in doing business globally	Financial soundness

Source: Fortune

⊕ **Strategy**   ⊕ **Competitiveness**   ⊕ **Customer Focus**

Mindtree   *Source: Fortune*

Attributes of a memorable company – Our view

Ideas and Positioning	Distinctive Culture	Customer Connect beyond contract	Conviction on Strategy	Leadership and Talent	Governance and Social Responsibility
• Disrupt competition • Reshape possibilities for customers, employees and investors	• Does this company work as distinctively as it competes? • Strategy is culture. Culture is Strategy	• Does the company have an emotional and psychological contract with customers? • Success >> Pure Economic Value	• Is the company as consistent as it is creative? • Is the company confident about it's ideas and culture?	• Is the company a leader in creating leaders up and down its ranks?	• Strong corporate governance • Leverage one's strength to create a long-lasting social impact

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Ref: Bill Taylor, HBR, March 2011

Stakeholders in this journey

- Customers
- Mindtree Minds
- Shareholders
- Society
- Technology Ecosystem
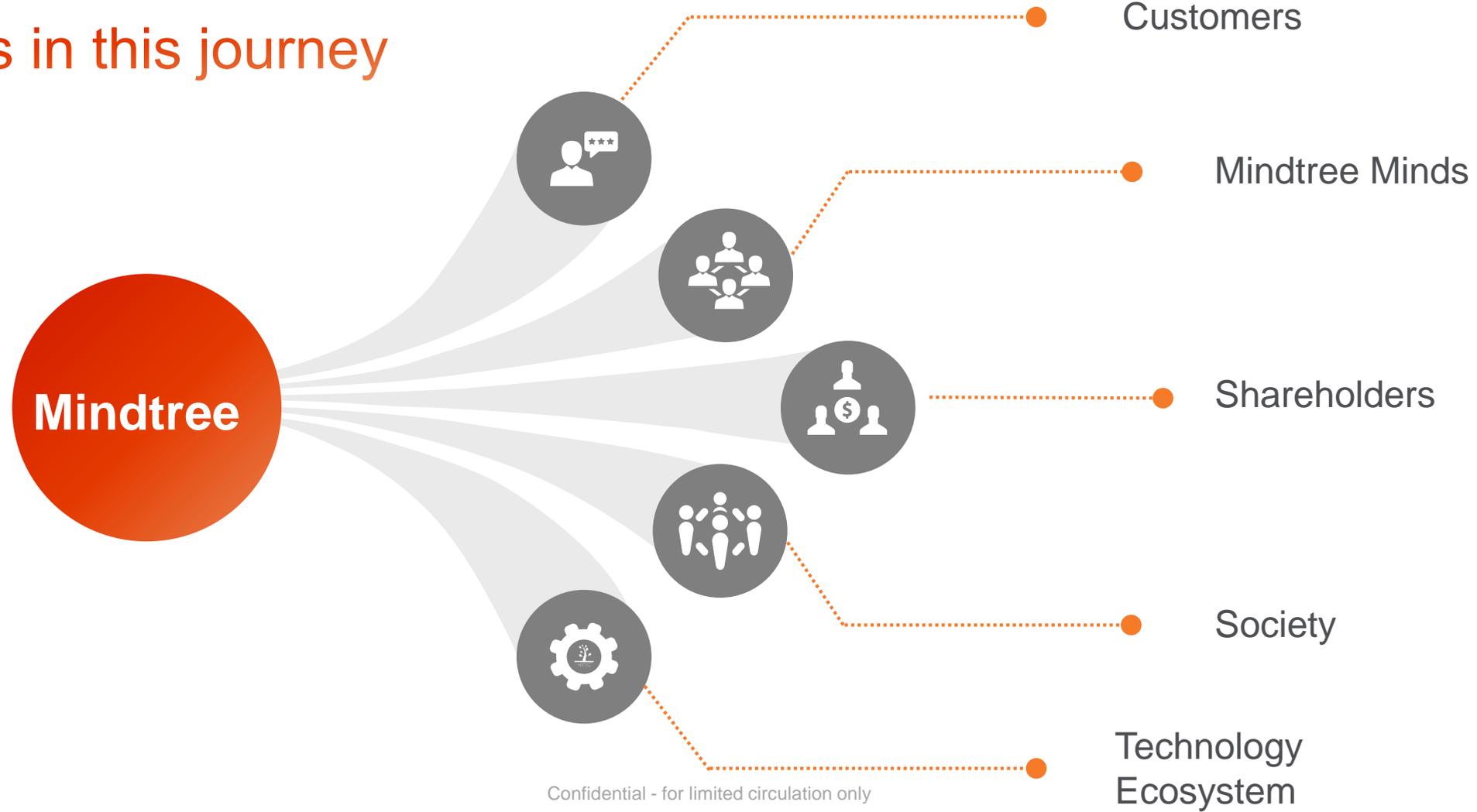
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Being Memorable is much more than being admirable

The signature of mediocrity is not an unwillingness to change. The signature of mediocrity is chronic inconsistency

- Jim Collins

Memorability **=** Consistency

| Consistent Strategy | → | Consistent Execution | → | Consistent Shareholder Value creation |
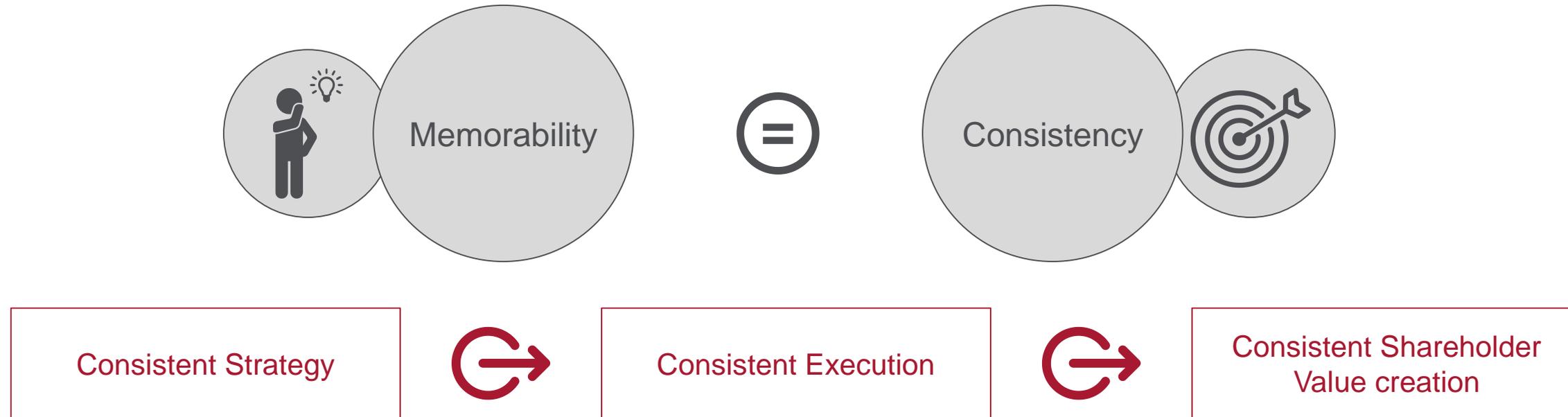
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Consistency in Positioning & Conviction on Strategy

Continued focus on chosen verticals and segments

Digital Transformation

Expertise Led

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Distinctive Culture

Culture of "Possibilities"

Unlearning and learning with agility
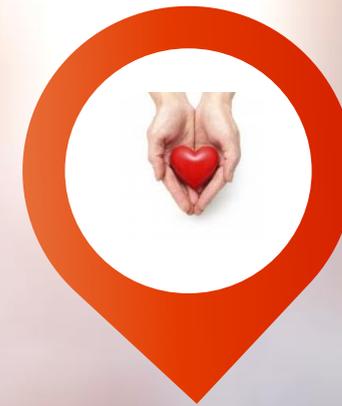
High Performance, High Caring

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Customer Connect beyond contract

Long standing relationships

Trusted Advisor

Startups – Bringing innovation to customers

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Leadership and Talent

Building Leadership at all levels

Gender and Cultural Diversity

Cultivating future technologists

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Governance and Social Responsibility

Good to Great Boards

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Foundation

Mindtree Foundation

Technology interventions solving social problems

Our Strategy and Execution – Striving towards Memorability

Strategic Pillar	Memorability Attribute	Beneficiary
Digital Transformation	Ideas/Positioning	Customers
Sales Transformation	Distinctive Culture	Mindtree Minds
Focused acquisitions	Customer Connect	Investors
Delivery Transformation	Leadership	Society
Great Place to Work	Belief in Strategy	Technology Ecosystem
	Governance & CSR	