



Mindtree

Welcome to possible

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March 23, 2017

**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,

**Subject: Press Release – Mindtree wins Sitecore Experience Award for 2016 in Marketing Agility category**

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

**Mindtree wins Sitecore Experience Award for 2016 in Marketing Agility category**  
*Award for transforming consumer engagement using Sitecore® Experience Platform™*

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

Erwan Carpentier  
SVP-Legal & General Counsel





## **Mindtree wins Sitecore Experience Award for 2016 in Marketing Agility category**

*Award for transforming consumer engagement using Sitecore® Experience Platform™*

**Bangalore (India) and Warren (NJ) –March 23, 2017** - Mindtree, a global digital transformation and technology services company, today announced that it has been awarded the Sitecore Experience Award in the Marketing Agility category. Every year, [Sitecore®](#) honors its customers and their partners for excellence in deploying a Sitecore solution to deliver an outstanding customer experience.

The award for the Marketing Agility category recognizes significant, measurable gains in productivity and marketing ROI through the Sitecore platform. This year's winning team, P&G and its digital anchor partner, Mindtree, has built one of the world's largest digital marketing ecosystems to transform consumer engagement. This multi-channel presence platform has streamlined digital marketing operations, resulting in 33% reduction in both cost and campaign time-to-market.

"Getting the nuances of Digital Marketing right has become a crucial factor in maintaining strategic competitive advantage for Fortune 500 brands," said Anil Gandharve, Head of Retail, CPG and Manufacturing, Mindtree. "We are extremely honored to have been recognized for the many years of specialization on the Sitecore platform at P&G."

"Congratulations to Mindtree for winning this year's Marketing Agility category of Sitecore Experience Awards," said Scott Anderson, CMO, Sitecore. "Development of a single marketing platform for all of P&G's brands is a testimony to Mindtree's depth in innovation, customer-centric thinking and implementation of Sitecore® Experience Platform to deliver engaging customer experiences."

For further reading:

[Download the case study](#): **P&G transforms consumer engagement with a multi-channel digital marketing platform**

[Download our E-book](#): **Transform customer engagement with CEP**

### **About the Sitecore Experience Awards**

The Sitecore Experience Awards is an international competition held on an annual basis. Winners are selected in several categories within each region. The nominations list is based on input from partners, customers, the press, analysts, and colleagues. Nominees are asked to submit an application outlining how they are using Sitecore to generate amazing experiences that feel personal to every customer and create a powerful brand halo across every channel that delivers real business results. Winners demonstrate creativity in presentation, integration with rich data



sources and applications, an ability to educate, inform and motivate to action, and a compelling overall user experience. Visit [www.sitecore.net/Sitecore-experience-awards](http://www.sitecore.net/Sitecore-experience-awards) to learn more about the awards and how to enter.

### **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](http://www.mindtree.com) to learn more.

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