



## **Mindtree to acquire Relational Solutions, Inc.**

*Solidifies position in predictive analytics for CPG retail execution*

**Warren (NJ) and Bangalore (India) – July 16, 2015:** Mindtree, today announced that it has entered into a definitive agreement to acquire Relational Solutions, Inc., a specialized provider of analytics for Consumer Packaged Goods (CPG) retail execution. Relational Solutions has proven expertise in analytics with solutions for supply chain optimization and trade promotions analytics.

Mindtree's experience in delivering large multi-country programs for CPG companies to improve sales execution along with Relational Solutions' expertise, cements its ability to drive profitable growth using predictive analytics.

Mindtree's strong offerings for CPG companies will now be bolstered by Relational Solutions' complementary intellectual property:

- POSmart, a solution that integrates and warehouses demand data like Retail Point of Sale, inventory, shipments, consumption and market share while reducing data integration cycle time from six months to three weeks.
- BlueSky Analytics, a proven business intelligence and reporting tool that allows category, sales and account management teams to leverage the data housed in POSmart and elsewhere.
- TradeSmart and PromoPro, best-in-class trade promotion ROI measurement and visualization tools that allow CPG companies to accurately measure trade spend ROI and plan new promotions through predictive algorithms/models.

Radha R, EVP and Head, Digital Business, Mindtree said, "CPG clients are seeking to use advanced analytics to improve ROI on trade spends, improve on-shelf availability and correct merchandising voids. With this acquisition, we see opportunities to deliver improved value using predictive analytics capabilities in these areas, and further enhance the digital transformation journey of our clients."

Rob York, President, Relational Solutions said, "We are excited to become a part of the Digital team at Mindtree and add our technology and expertise to its CPG industry group. Our intellectual property in areas like demand signal technology and trade promotions meshes well with Mindtree's market-leading IP in areas like assortment and supply chain planning and predictive analytics. Together our skills and technology will deliver incredible value to CPG clients."

BMR Advisors acted as the sole financial advisors for the transaction.





#### About Relational Solutions, Inc.

Relational Solutions was founded in 1996 and is headquartered in North Olmsted, Ohio. It is a pioneer in demand signal repository technology for the consumer goods industry. Relational Solutions has been recognized by Weatherhead 100 Fastest Growing Businesses Award, and has been on the Inc. 5000 Fastest Growing Privately Held Businesses list two years in a row.

Visit us at [www.relationalsolutions.com](http://www.relationalsolutions.com)

#### About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution enabling Global 2000 clients to outperform competitors. Mindtree was 'Born Digital' and continues to bring extraordinary depth across the entire digital value-chain. With a strong blend of expertise and execution, Mindtree delivers remarkable customer experiences while driving greater efficiency and modernizing business operations. Mindtree's expertise in infrastructure and applications management, combined with the unique Agile Center-of-Excellence, ensures that our clients release products and services to market faster and more cost-efficiently.

Visit us at [www.mindtree.com](http://www.mindtree.com). For more information, contact:

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Company Secretary

