



**Mindtree**  
Welcome to possible

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

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January 2, 2015

**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,

**Kind Attention to Mr. Gopala Krishna and Mr. Hari**

**Subject: Intimation of Press Release pursuant to Clause 36 of the Listing Agreement**

Mindtree has conducted an independent study, "**Discover the Phy-gital Shopper**" which surveyed nearly 4000 shoppers across U.S., U.K., Germany and Benelux. The study is aimed at understanding the shopping behavior of Phy-gital shoppers in-store and online and what features would spur increased purchase in grocery, apparel, electronics and home & garden industries.

This is to notify you that we will launch the study through press releases detailing the findings for each region – U.S., U.K., Germany and Benelux shortly. In addition, a copy of the study will be available on our website Mindtree.com as well as other forums.

A summary of the press release that will be distributed to the media is enclosed along with this letter.

Please take the above intimation on records.

Thanking you.  
Yours sincerely,

for **Mindtree Limited**

**Rajesh S Narang**  
Vice President-Legal & Company Secretary





## Secrets of the Phy-gital Shopper Can Unlock Next Wave of Growth: Study by Mindtree

Mindtree has conducted an independent study, "Discover the Phy-gital Shopper" which surveyed nearly 4000 shoppers across U.S., U.K., Germany and Benelux. The study is aimed at understanding the shopping behavior of Phy-gital shoppers in-store and online and what features would spur increased purchase in grocery, apparel, electronics and home & garden industries

The study revealed that these high-expectation shoppers combine online and in-store experiences in whatever way is most convenient for them. Their behavior has flipped the traditional supply and demand model. With today's connected shopper, demand now discovers supply. At the hint of a need, this new breed of shopper interacts with various media and devices to find what they want. The paradigm shift is fueled by new technologies such as cloud apps, machine intelligence and connected smart devices.

To identify the top shopper priorities, Mindtree polled 4000 customers to rank more than 35 online and 35 in-store features. As a result of the study, five broad themes emerged that retailers will find useful:

- Shoppers expect a seamless experience across all channels
- Shoppers want to take advantage of in-store technology
- Shoppers will share personal information, but not on social media
- Shoppers want more information, whether online or in-store
- Shoppers will spend more if they have a remarkable experience
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### About Mindtree

Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries.

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For Mindtree Limited

Rajesh S

Vice President Legal & Company Secretary

