



## Esprit selects Mindtree as a strategic IT Partner

*Partnership to begin with an integrated SAP managed services delivery model*

**Ratingen (Germany) and Bangalore (India), November 4, 2014:** Mindtree, a global technology services company, today announced that it is working with international fashion brand Esprit to deliver IT solutions that will make Esprit more competitive. In the first phase of this relationship, Mindtree will monitor and support Esprit's SAP applications suite for more than 300 directly managed retail stores and over 7,500 wholesale points of sale in Europe.

As part of this multi-year contract, Mindtree will ensure the stability of Esprit's SAP systems through early detection and resolution of system, functional and process issues. In addition, Mindtree will maintain on-time availability of Esprit's data and provide flexibility to IT management to meet their business needs. Most importantly, Mindtree will improve the processes service quality, allowing Esprit's IT team to focus on their strategic business needs without having to worry about the reliability of their SAP systems.

Dr. Thomas Pirlein, Group CIO, Esprit said, "We sought a long-term managed services partner to bring efficiencies and technology leadership. Mindtree's SAP managed services expertise, agility, collaborative culture and team leadership made them the ideal choice. Mindtree will play a key role in our efforts to gain long-term competitiveness with its technology leadership and deep understanding of trends shaping the future of retail."

Radha R, Executive Vice President - Retail, CPG, MFG and Travel, Transportation & Hospitality, Mindtree said, "We took a business process view rather than a system centric view to provide Esprit the flexibility to achieve their goals in the highly competitive fashion retail space. We see this program as an important first step among many to come as part of Esprit's commitment to drive sustainable growth using technology."

### Additional Resources

- Mindtree expertise: [Becoming a Phy-gital Retailer](#)
- [Overview](#) to SAP Practice
- [Application development and maintenance](#) offering at Mindtree

### About Esprit

Founded in 1968, Esprit is an international fashion brand that pays homage to its roots and expresses a relaxed, sunny Californian attitude towards life. Esprit creates inspiring collections for women, men and





kids made from high-quality materials paying great attention to detail. All of Esprit's products demonstrate the Group's commitment to quality design and execution.

Esprit's collections are available in over 40 countries worldwide, in over 900 self-operated retail stores and through over 8,100 wholesale points of sales including franchise partners, and sales space in department stores. The Group markets its products under two brands, namely the Esprit brand and the edc brand. Listed on the Hong Kong Stock Exchange since 1993, Esprit has headquarters in Germany and Hong Kong.

#### About Mindtree

Mindtree [NSE: MINDTREE; CIN: L72200KA1999PLC025564] 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. [www.mindtree.com](http://www.mindtree.com).

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

Ranjani Priya H

Mindtree

+91 9620155905

[Ranjani\\_Harikrishnan@mindtree.com](mailto:Ranjani_Harikrishnan@mindtree.com)

Siddhartha Tanti

Genesis Burson-Marsteller

+91 99863 62435

[Siddhartha.Tanti@bm.com](mailto:Siddhartha.Tanti@bm.com)

Kiran Farooque

PPR Worldwide

+44 0 207 300 6181

[Kiran.Farooque@pprww.com](mailto:Kiran.Farooque@pprww.com)

David Barkoe

Max Borges Agency

+1 305 374 4404 x167

[davidbarkoe@maxborgesagency.com](mailto:davidbarkoe@maxborgesagency.com)

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For Mindtree Limited

Rajni S

Vice President Legal & Company Secretary

