



ING Vysya selects Mindtree as a strategic digital partner

Launched a comprehensive retail banking app that crossed 50,000 downloads in just two months

Bangalore (India) and Warren (NJ), July 24, 2014: Mindtree, a global technology services company, today announced that it has been selected by ING Vysya, a premier private sector bank, as a strategic digital partner for its next generation mobility program. As part of this program Mindtree will help ING Vysya deliver multi-channel and multi-platform banking experience to its customers while creating a digital roadmap designed to help the bank penetrate untapped markets with a simple yet differentiated service.

The first phase of the engagement saw Mindtree conceptualize, design and develop a retail banking hybrid mobile application to drive efficiency and engagement across multiple channels including Android, Windows, BlackBerry, J2ME and Website based platforms. This application provides a comprehensive retail banking experience to customers. It brings exclusive features, such as multi balance meter, shopping and deals, gift cards and cheque scan making it more engaging and relevant to customers.

Aniruddha Paul, CIO, ING Vysya said, "Our digital roadmap will help us level the playing field with our larger competitors by creating innovative and path breaking solutions for our customers. We are glad to select Mindtree as one of our key Digital Partner. Their domain and technology expertise with a clear strategic intent is critical in our journey towards mobility. We see large opportunities in developing these kind of applications for the rest of our business."

Gaurav Johri, Senior Vice President and Head of Banking Financial Services and Insurance, Mindtree said, "ING Vysya has been our strategic client for over 9 years. It is imperative for banks to have a well thought digital strategy blueprint to enable rapid go-to-market and also provide superior customer experience. We are excited to partner with ING Vysya in its journey to be the industry leader in digital banking."

About ING Vysya

ING Vysya Bank Ltd is a premier private sector bank with retail, private and wholesale banking platforms that serve over two million customers. With over 80 years of history in India and leveraging ING's global financial expertise, the bank offers a broad range of innovative and established products and services, across its 553 branches. The Bank, which has close to 10,000 employees, is also listed in Bombay Stock Exchange Limited and National Stock Exchange of India Limited. ING Vysya Bank was





ranked among top 5 Most Trusted Brands among private sector banks in India in the Economic Times Brand Equity - Nielsen survey 2011.

ING is a global financial institution of Dutch origin, offering banking, investments, life insurance (NN group) and retirement services to meet the needs of a broad customer base. With more than 75,000 employees, ING serves over 48 million private, corporate and institutional customers in over 40 countries in Europe, North America and Latin America, Asia and Australia.

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.

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