



Mindtree

Welcome to possible

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

Ref: MT/STAT/CS/17-18/84

Aug 22, 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: Submission of Investor Presentations

Further to our letter bearing reference MT/STAT/CS/17-18/82 dated Aug 18, 2017, we herewith submit presentations made at the Investor and Analyst Meet 2017 on Aug 21, 2017, In compliance with Regulation 30 and 46(2) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015. Please note that these presentations are also being uploaded on our website.

Please take the above intimation on records.

Yours sincerely,

for Mindtree Limited

Vedavalli S
Company Secretary



Investor & Analyst Meet 2017



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POWERING NEW POSSIBILITIES

Rostow Ravanan

A Special 18-Year Journey



The Indian IT Service sector is approaching a reckoning

The Traditional model will give way towards an all-new model for success

*Shift to XaaS/
Packaged Apps*

Insourcing / Local

Disruptive Tech
Automation | IOT | AI/Cognitive

New Politics

4

confluent forces
accelerating change
in a way not
experienced before



Digital is the crux to
how businesses
innovate and
differentiate

Clients want partners to
offer business acumen
and thought leadership
— Not just technology
prowess

The new war for talent
— Shortage of digital
skills coupled with
broken approaches to
build skills

Industry is still
struggling with the
narrative of what Digital
transformation entails
— Beyond semantics

CXOs are playing a
more formal and
aggressive role

The Digital Reality

Shift to the Cloud

		2016 ACV (\$B)	Y/Y
Global Combined Market		\$37.4	9%
By Type	Outsourcing	\$22.9	-4%
	As-a-Service	\$14.5	38%
By Service	ITO	\$16.3	-5%
	BPO	\$6.5	-2%
	IaaS	\$10.0	54%
	SaaS	\$4.6	13%

Source: ISG: 2Q17 Global ISG Index



Our Proposition: Answering the *What* of Digital Transformation

Business transformation is
vision-led and Digital-driven
‘So, what’s Digital’?

Businesses are juggling
Innovation, Scale and Change.
Only a few have mastered it all.

What are we
going to do?
Vision &
Strategy

What will we
do first?
Clear sense of
priority

Do we have the
skills?

How will we
stay ahead?

And, Cyber
Security

Market Opportunity Example: Salesforce

Enterprise Marketplace

**CRM
by
2020**

Largest
segment of
Enterprise
Software
Market

Salesforce Economy

**By
2020**

Salesforce
\$1
=
Partner
\$4.1

Partner Advantage

\$260B
Cumulative
Consultative
Revenue

≈10X
number of
Consultants
needed to
address 2020
market
demand

Driving Change to Maintain Digital Leadership



Structuring for Success



Digital

Iconic Motorcycle Brand

Global Visa Processing Service

World's largest hotel chain

Leading consumer brands

Large Airline

Home Improvement Retailer

The most loved airline

Payer systems software provider

Global chip maker

Major insurer

Large re-insurance company

Global title insurance provider

Traditional

Strong Wins in CY 2017

Make Digital Real For a Global CPG Company

Next-generation CRM data and analytics platform to get 360° view of the consumer

Building the largest marketable database in their segment

Holistic consumer picture
from all touchpoints

Personalized across
platforms, devices &
channels

Across more than
50 brands

Merging ad-tech to
known-customer

Won against larger competition. Initially 12. Then 4-week design-phase bake-off vs. a WITCH

Solutioning expertise

Digital Anchor Partner

Salesforce Talent

Demonstrated Big Data
Capability

Thank you

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Next Generation Digital
Sriram Jayaraman

8141+9

5145165

212121891451654381433811941
119411438 194+95941987414651257438

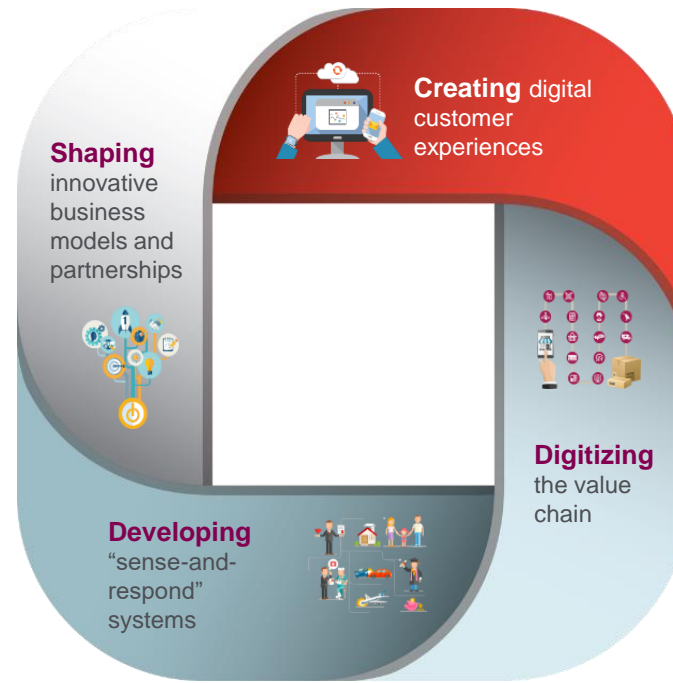
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7414651

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21212189145165 438141+95941987414651257438

2121218914516543814338119411438 194+95941987414651257438
7414651

Digital is Business

Clients are becoming clearer on their Digital priorities



Anchor Partner for Future Digital



Faster Conversion

Reaching wider audience and knowing them better



Increased Customer Lifetime Value

Driving multi-channel engagement at speed



Improved NPS and Advocacy

Delivering customer delight and shaping advocates



Staying Relevant and Differentiated

Building new customer engagement paradigms

Elevating the Customer Experience (CX) is the New Battlefield

Customer experience shapes business models and processes



2020

CX will **overtake price and product** as the key brand differentiator.



86%

Buyers will **pay more** for a better customer experience.



50%

Organizations will **redirect their investments** to customer experience innovations.



85%

Relationships will be managed by customers with an **enterprise without interacting with human**.



64%

Customers want businesses to be available and interacting with **messaging apps**.



50%

Businesses consider that **IoT is important** in improving customer experience.

Customer Experience Journey

Conscious Experience

- Single View of Customer
- Omni-channel transformation
- Experience platforms

Customer Knowledge

Pervasive Experience

- Conversational Apps
- Real-time Intelligence

Serviceability

Immersive Experience

- AI and Cognitive Intelligence
- AR/VR-led
- IOT-enabled

Customer loyalty

Blueprint for Elevating the Customer Experience



Re-imagine the Customer Experience

Next-Gen Experience Systems with AI

Connect Customer

Connect Context

Connect Experience



Modernize the Ecosystem and Processes

Legacy Migration to Cloud

Innovate at Speed

Process and Asset Modernization

Responsive Systems

Platform Build and Factory- based Delivery

Agility and Lower Cost



Harness the Power of Data

Data Integration


Get Unified Customer View

Advanced Analytics

Bridge Anonymous-Known Divide

Customer Segmentation

Personalized Engagement

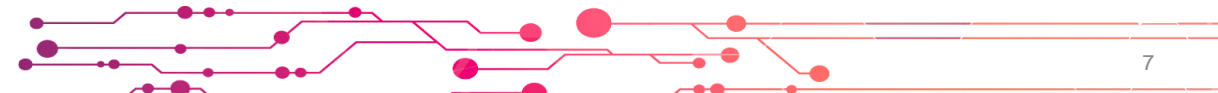
A woman with long blonde hair is looking down at a small product in her hands. She is in a store with shelves of various beauty products in the background.

Creating Unmatched Individualized Experiences for Top Beauty Brand

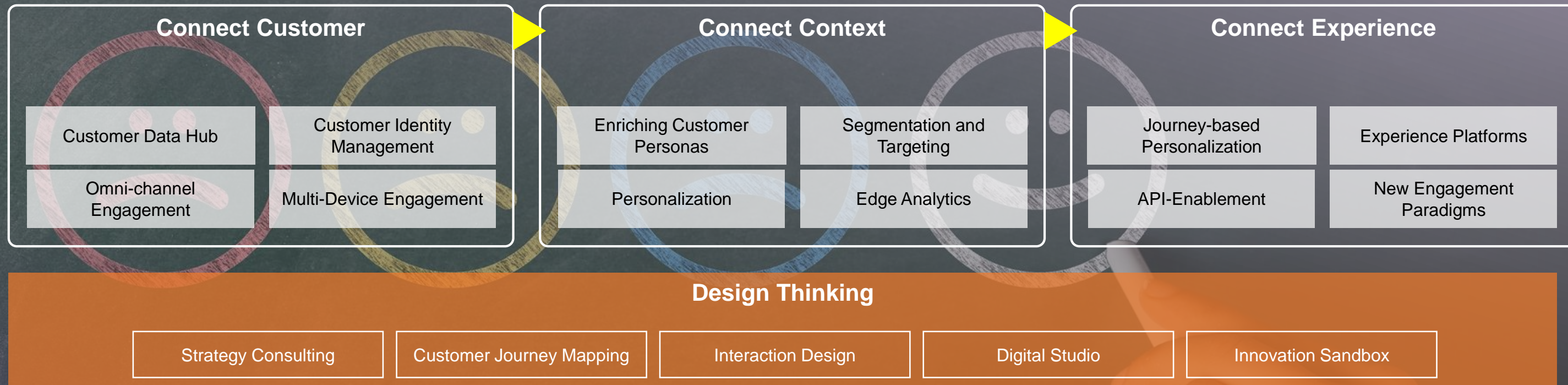
Driving omni-channel experiences in-store, digital channels (paid, owned or earned), B2B partner channels

Enriching 220M consumer personas on 500 attributes for personalized engagement across 1B touchpoints

Reinventing processes for advertising, marketing and loyalty to deliver contextual experiences at real-time and speed



Re-imagine the Customer Experience



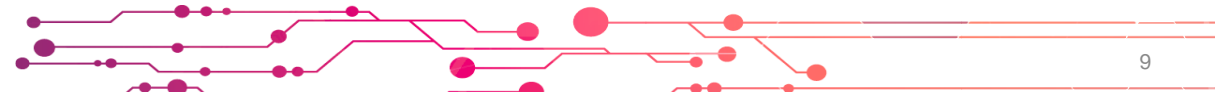


Delivering Connected Experiences to Car Rental Customers

Reengineered the car rental process for new generation of customers

Online-marketing and commerce platform driving \$2.2B revenue

Enabling self-service with APIs for connected cars



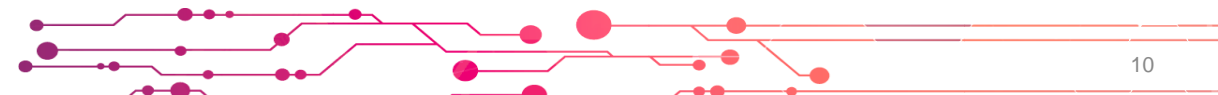


Enterprise Conversational Platform for Providing New Employee Experiences

HR, IT and Admin
departments improving
employee engagement
and service across 9
countries

Delivering —
Conversational design,
BOT Training, Integration
services, and
Conversational KPI
analytical service

Cost saving with
automation and higher
employee satisfaction



New Engagement Paradigms Across the Enterprise

Consumer Engagement

Content management and administration handled by Bots for a leading CPG

Service Operations

Fully automated access provisioning for a CPG major

Digital Marketing Operations

Automated Server monitoring for one of the world's largest CPG

Business Process Management

RPA bots performing automated claims registration

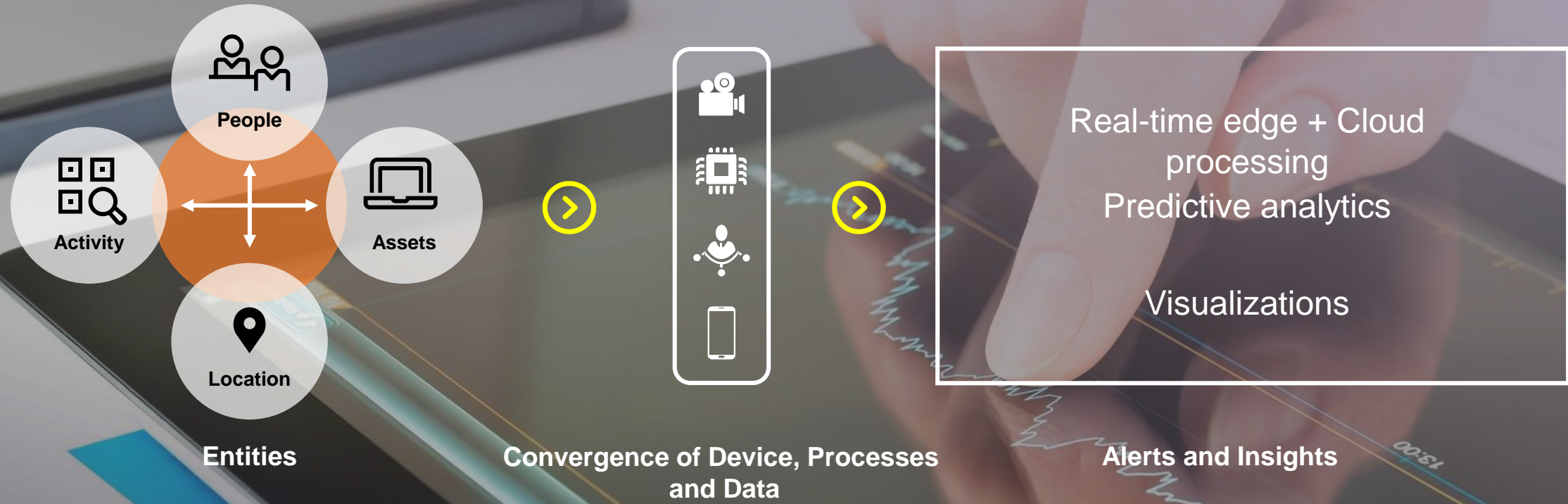
Production Support


RPA bots augmenting engineers in 24x7 production support for one of the largest insurance group

Customer Delight

Automated customer experience survey for a mid-sized marketing services company

Modernize the Ecosystem and Processes



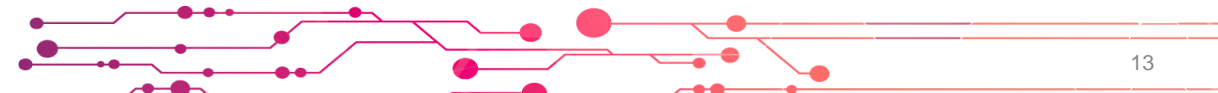


IoT and Cloud-based Next-generation Platform Driving Personalized Experiences

Redeveloping 400 airport systems to increase market share

Developed Azure-based modular platform for high availability of cloud solution

Onboarding airports and systems for improved operational efficiency





Modernizing and Standardizing Digital Marketing Ecosystem

Architected and operationalized agile and transparent digital operations

Reduced time-to-market for designing and delivering brand experience from 11 months to 3 weeks using a cloud-based platform

Anchor partner managing agencies, marketing, brands and technology teams

Harness the Power of Data

Test and Learn Data Analytics Sandbox

Preset machine learning algorithms

Business apps

Prepopulated data sets

Modeling sandbox



Operationalizing Advanced Analytics for Speed

Analytics COE

Business use case incubation

Distributed data management

Platform-led Scale

Executing for Success

Account Focus



Driving growth in key accounts with a structured approach, collaborative selling and systemic governance

Sell by Play



Proactively selling with targeted sales plays to unearth and qualify opportunities faster

Strategic Partnership



Strengthening our offerings and improving market access

IP Creation



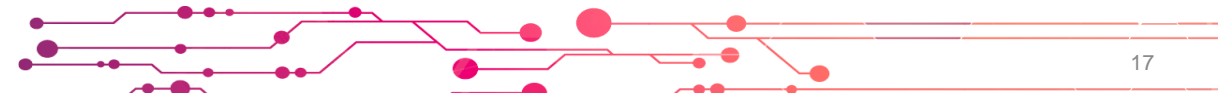
Developing quick win and door opening offerings

Strategy Services



Building consulting services to shape digital transformation roadmap

Thank you



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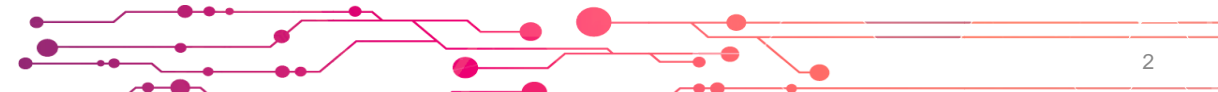
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POWERING NEW POSSIBILITIES

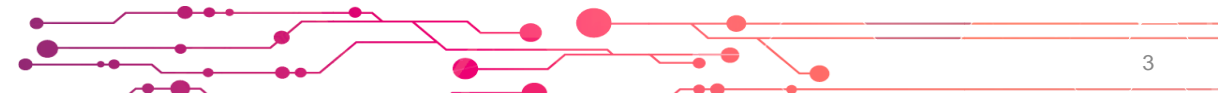
Partnering for Customer Success
Matt Meents

Agenda

- Salesforce Market Opportunity
- Client Success
- Magnet 360/Mindtree Synergy

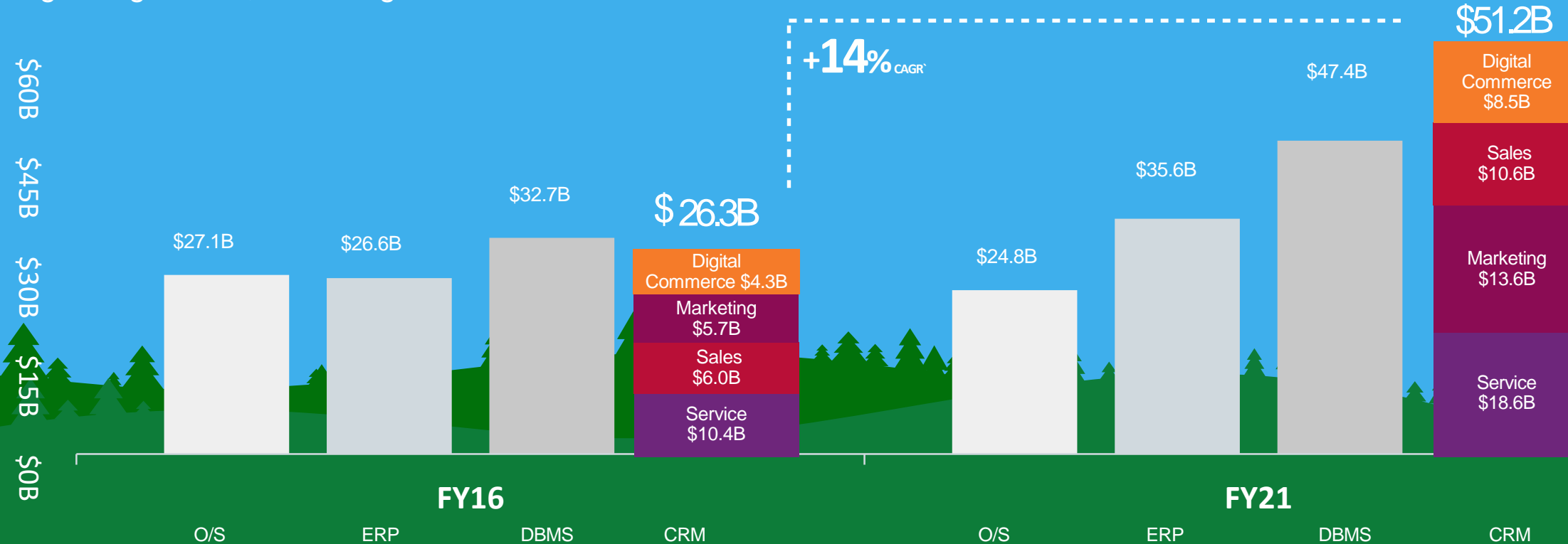


Salesforce Market Opportunity



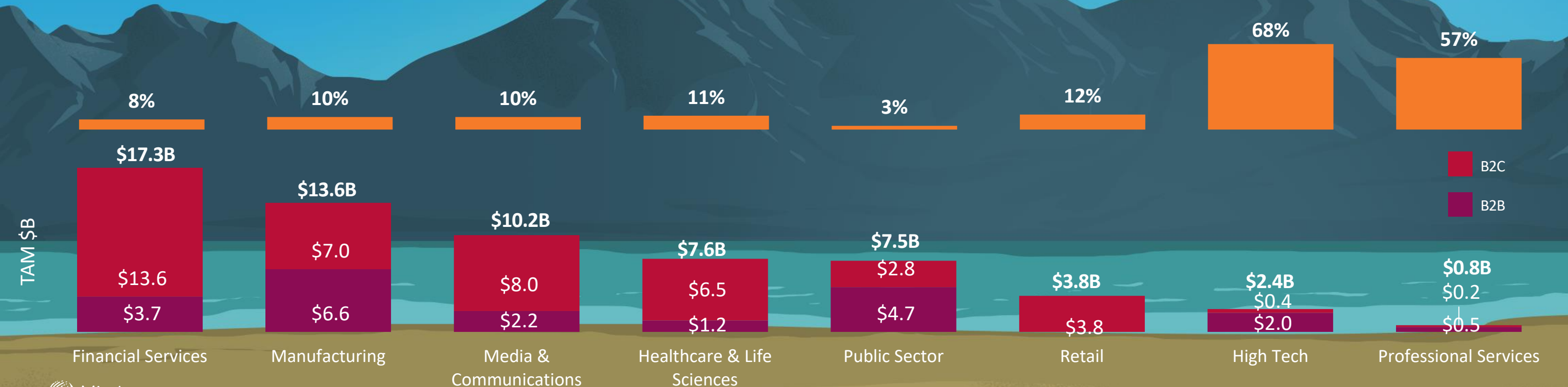
The Fastest Growing Enterprise Software Company, Ever

In the fastest growing market, according to Gartner



82% of Our Opportunity is in 6 Industries

salesforce



Incredible Market Opportunity

Enterprise Marketplace

CRM

by 2020: largest segment of Enterprise Software Market

Salesforce Economy

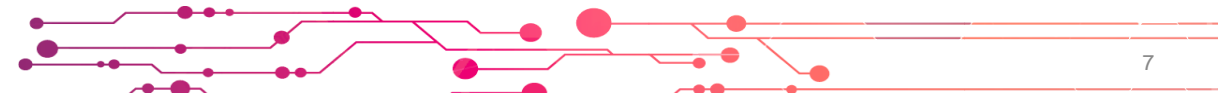
2020

Salesforce \$1
Partner \$4.1

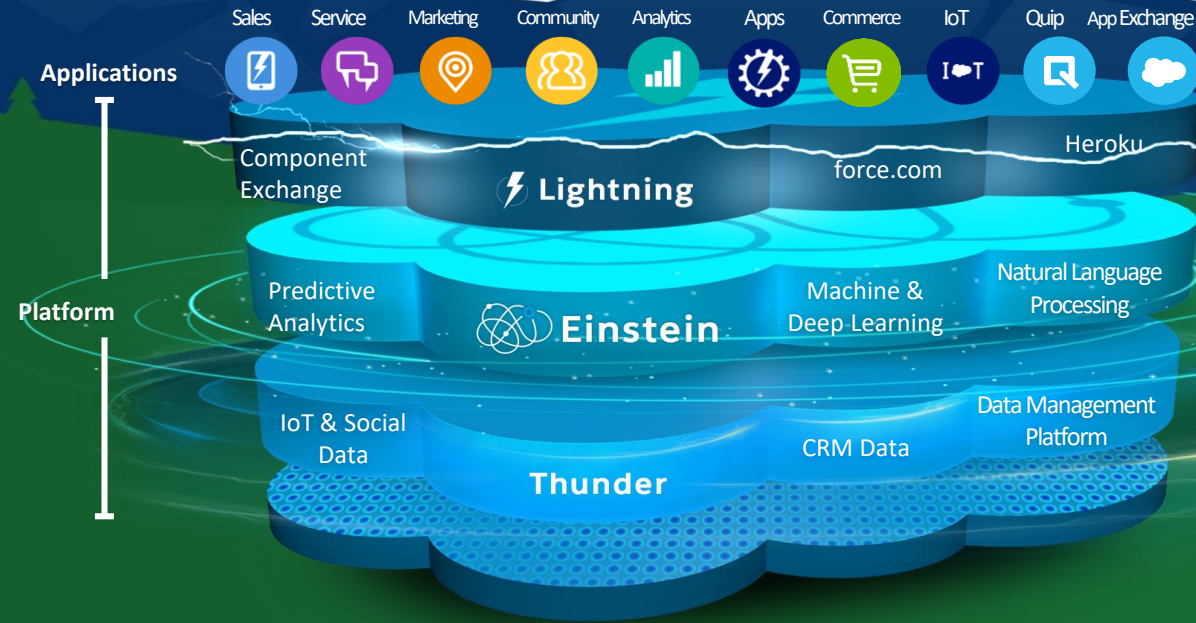
Partner Advantage

- \$260B Cumulative Consultative Revenue
- $\approx 10x$: number of Consultants needed to address 2020 market demand

Client Success

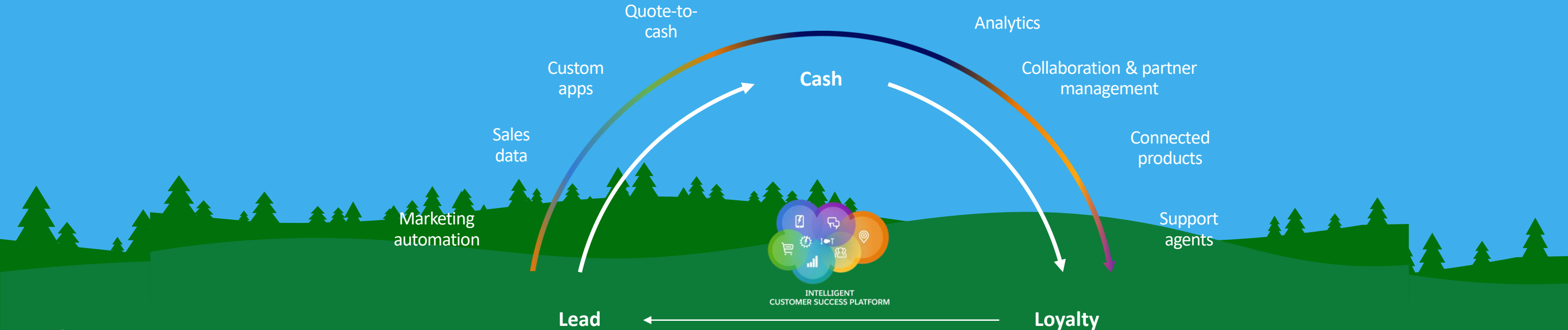


Intelligent Customer Success Platform

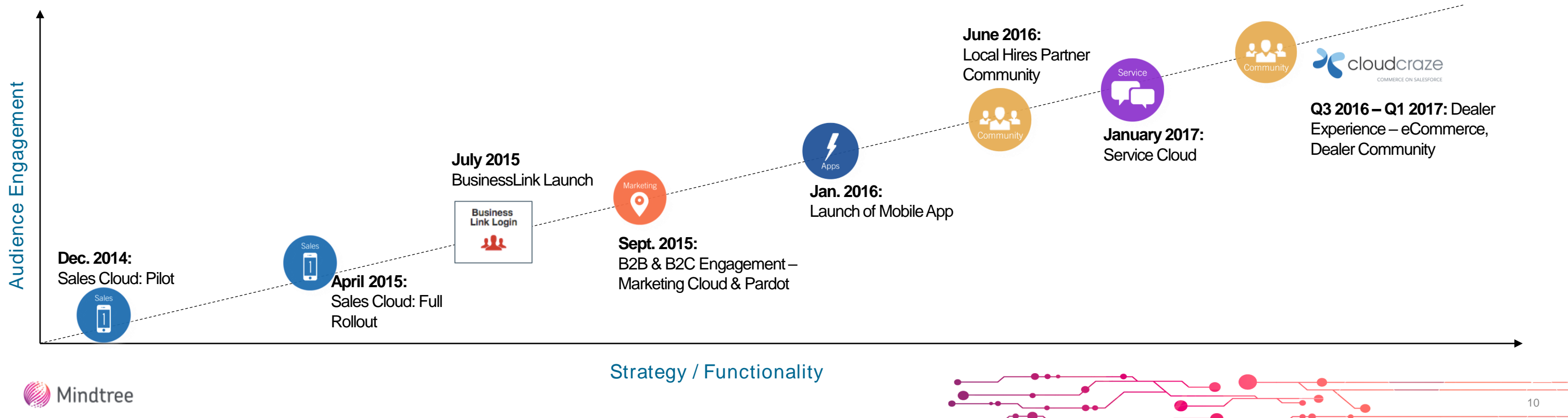


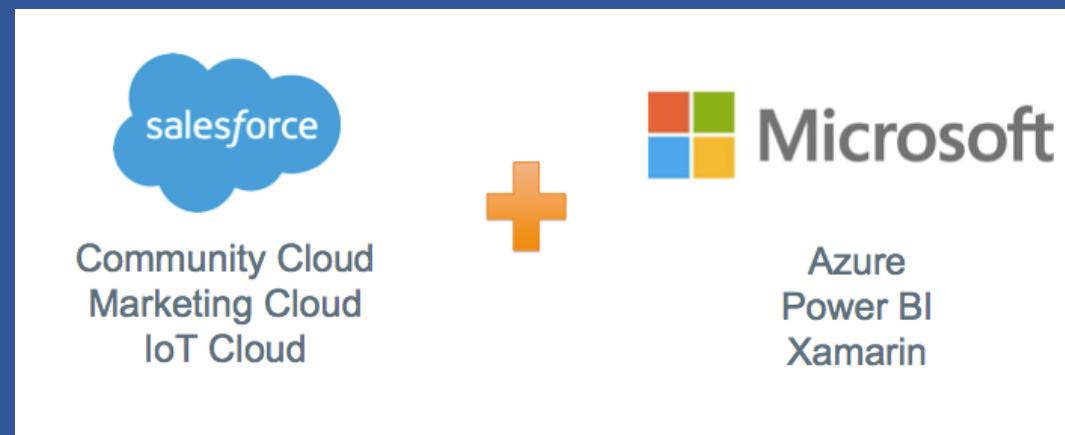
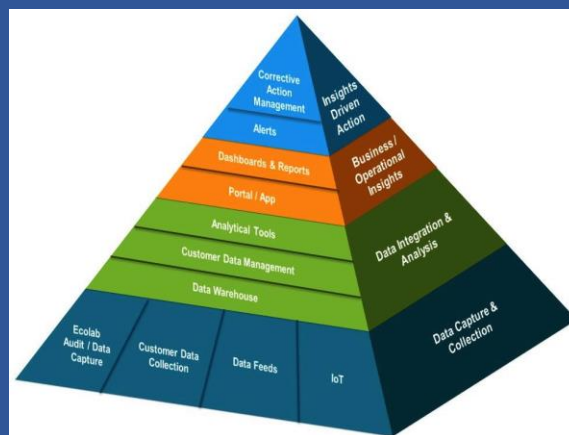
The Intelligent Customer Success Platform for B2B

Connect to your customers from lead to cash to loyalty



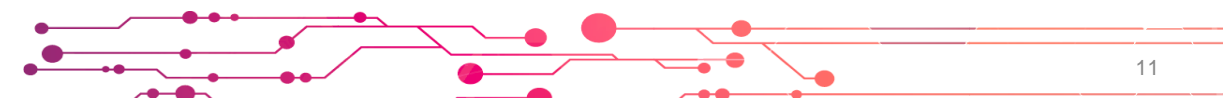
Digital Transformation Journey





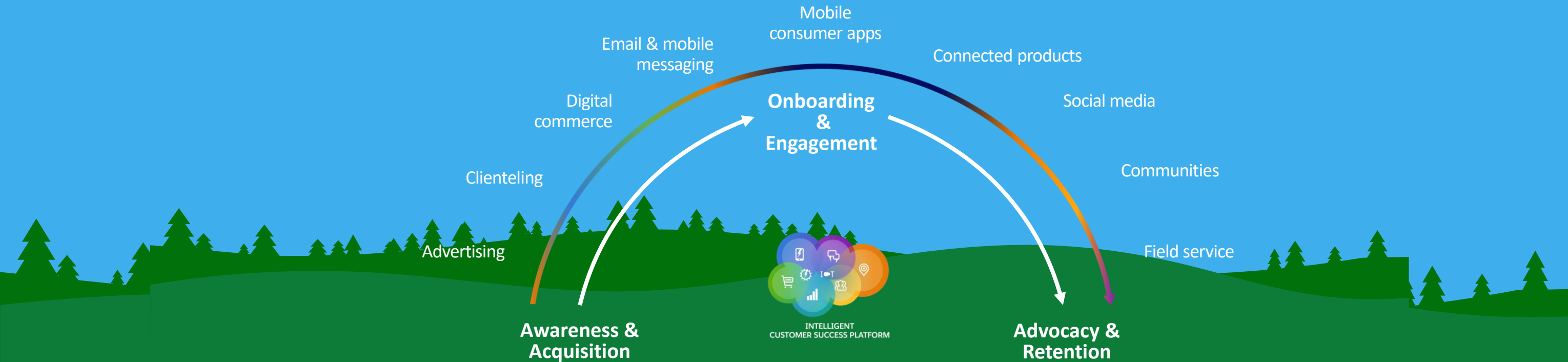
Fortune 500 Manufacturer Leverages IoT Cloud to Turn Data into Actionable Insights

- Problem: Increase food safety and healthy environment protection at a lower cost.
- Solution: Salesforce's IoT Cloud integrated to existing technology and devices.
- Result: New service offerings to ensure their customer's brands are protected.



The Intelligent Customer Success Platform for B2C

Connect to your customers from lead to cash to loyalty

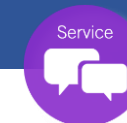




The screenshot displays the Magnet 360 software interface for a member named James White. The interface is divided into several sections: Member Details, Interactions, Trackers, Additional Opportunities, Ongoing Information, and NRT Assessments. The Member Details section includes fields for Name, Client Name, Relationship, Birthdate, Height, Weight, and various medical conditions. The Interactions section shows a list of interactions with columns for Action, Interaction Number, and Interaction Type. The Trackers section includes a table for tracking various health metrics over time. The NRT Assessments section shows a table for tracking NRT assessments and their outcomes.

“Magnet 360 is our strategic partner for our business transformation!”

- Business Executive

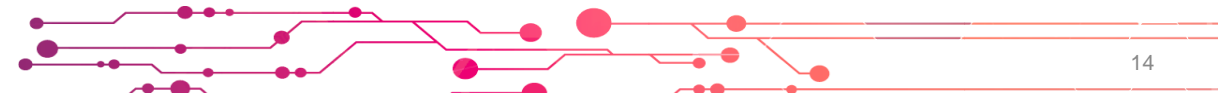


Supercharge member engagement using service and marketing clouds

- Problem: Low enrollment rates and less engagement compared to industry leaders.
- Solution: Service Cloud to interact digitally, and Marketing Cloud to increase engagement.
- Result: Supercharged productivity of the wellness coaches, and increased health outcomes.



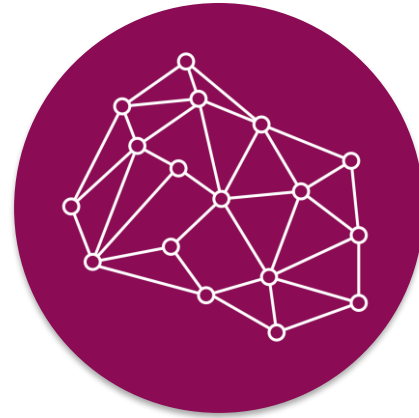
Magnet 360/Mindtree Synergy



Digital Transformation Journey



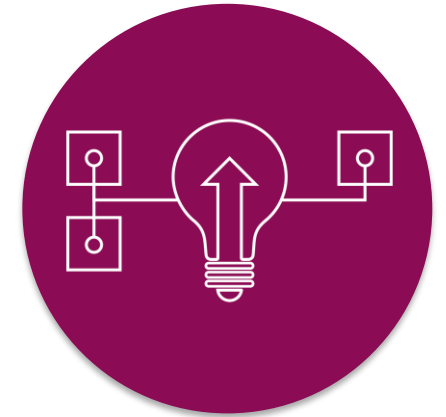
Create
Digital
Experiences.



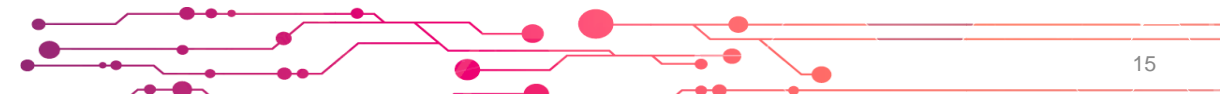
Digitize the value
chain across the front
and back ends.



Develop
“sense-and-respond”
systems.



Shape new, innovative
business models and
partnerships.



ADOPTION

Are my people using Salesforce?

- Any cloud they own.

Are we using what we own from Salesforce?

- Feel like I use X% of what I bought.
- Post implementation lift – new innovation.

Are we getting value from Salesforce?

- KPI's/Capabilities defined and monitored.
- What more do we need and why?

INNOVATION

Three upgrades per year

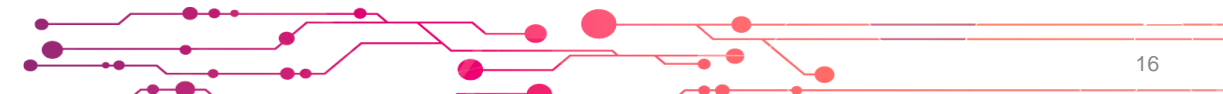
- How does this help my company?

New Salesforce products

- IoT Cloud, Lightning, Einstein, etc.

New Business Models

- Reduce friction in customer experience
- Industry knowledge – Accelerators
- Digital transformation integration



Global Offerings To Support the Digital Journey

CPG, Retail &
Manufacturing

Travel &
Hospitality

Banking, Financial
Services & Insurance

Technology
& Media

Solution Architecture – Central Architecture Group

Digital

(cloud, mobile,
marketing,
ecommerce)

Data Warehouse
& Analytics

ERP
(SAP, Oracle)

EAI
(BPM, SOA)

Engineering
R&D

Independent
Testing

Infrastructure
Management

Mainframe &
Midrange

Project & Program Management

Agile Application Development
& Maintenance

Managed Services

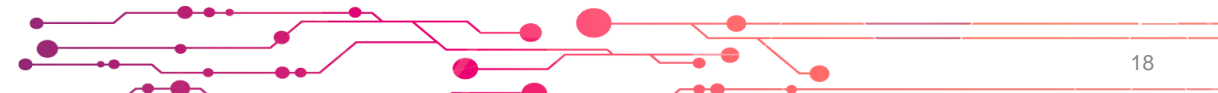
Application Maintenance Services

Summary

Salesforce has a lot of momentum

Magnet 360 is enabling our customers to get closer to their customers and drive growth, retention and efficiency

Mindtree + Magnet 360 is making digital transformation possible!



Thank you

