

January 16, 2024

Listing Compliance & Legal Regulatory
BSE Limited
Phiroze Jeejeebhoy Towers Dalal Street,
Mumbai 400 001
Stock Code: 543227,974728,974820 &
975101

Listing & Compliance
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai 400 051
Stock Code: HAPPSTMNDS

Dear Sir/Madam,

Sub: Press Release – Blitz 2024: Happiest Minds Annual Tech Fest, A Celebration of Innovation

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Happiest Minds Technologies Limited**

Praveen Kumar Darshankar
Company Secretary & Compliance Officer
Membership No. F6706



Blitz 2024: Happiest Minds Annual Tech Fest, A Celebration of Innovation



Blitz 2024 - Lamp Lighting ceremony

Bengaluru, Jan 16, 2024: Happiest Minds Technologies Limited (NSE: HAPSTMNDS), a 'Born Digital . Born Agile', Mindful IT Company, organized the 7th edition of its **Annual Tech Fest – Blitz 2024** at St. John's Auditorium, Bengaluru, on Thursday, 11th Jan 2024.

The theme for this year's Blitz, "**Ignite Inspire Innovate**", perfectly encapsulated the company's technology mission and ignited a spark of creativity and innovation in 5000 plus Happiest Minds. The teams from Electronic City and Madivala campuses of Happiest Minds joined the celebration at St. John's Auditorium. Happiest Minds from all other locations - Noida, Pune, Bhubaneswar, Madurai, and Coimbatore, joined the celebration virtually and had cultural events and celebrations in their respective locations.

The Blitz Finale was inaugurated by Ashok Soota (Executive Chairman), Venkatraman Narayanan, (MD & CFO), Joseph Anantharaju (Executive Vice Chairman), Ram Mohan (President & CEO of IMSS), Sridhar Mantha (President & CEO of GBS), Priya Kanduri (Senior Vice President & CTO, IMSS), Aurobinda Nanda (President – Operations & Deputy Chief Executive Officer, PES) and the Chief Guest, Dr. Kris Gopalakrishnan. Dr. Kris is the Chairman of Axilor Ventures, a Co-founder of Infosys, and the President of the Infosys Science Foundation (ISF). Kris is also the Chairman of the Council of IISc, Chairman of BoG of IIIT Bangalore, and Chairman of RBI Innovation Hub.

During his welcome address, Joseph Anantharaju greeted the audience and emphasized the importance of technology for business growth and touched upon the journey of Blitz since its inception in 2014. Dr. Kris spoke about the role of technology in his life, and the importance of reading and the readiness to keep learning in his keynote address. The tech note, a tradition of Blitz, was delivered by Sridhar Mantha and he elaborated on 'Top 10 Strategic Technology Trends 2024'.

Ashok Soota, in his valedictory address, appreciated the entire team for pulling off 'the best Blitz ever' and elaborated on his vision for the company, encouraging everyone to be a salesperson.



Blitz 2024 - The winning team Trailblazers

The Blitz Grand Finale was the culmination of 11 events, Booths, Ideation, One Minute Video/Talk, Tech Debate, Innovation Talks & Events, Tech Quiz, Technical Whitepapers, Hackathons, Question of the Week/Day, Vlog (Women Only), and Treasure Hunt with various cultural events and award distributions. This year's Blitz saw active participation from all locations, and **Team Trailblazers** emerged as the **Champions of Blitz 2024**, securing 644 points.



Blitz 2024 – Booth Day

Blitz booths, held on Jan 10th, 2024, had 25 booths showcasing ideas, prototypes and working models based on the most recent technologies such as Generative AI, digital twin, cyber security, and many more. **'iShop - Shopping Made Interactive'** won the first place for its innovative ideation and engaging presentation. The first runner-up was Digital Twin for Industrial Applications, and the second runner-up was Automotive ECU Test Automation Framework.

Prizes for all winners were distributed by Joseph Anantharaju, Venkatraman Narayanan, Ram Mohan, Aurobinda Nanda, Raja Sekher, Sridhar Mantha, and Priya Kanduri.

About Happiest Minds Technologies

[Happiest Minds Technologies Limited](#) (NSE: HAPPSTMNDS), a Mindful IT Company, enables [digital transformation](#) for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: [artificial intelligence](#), [blockchain](#), [cloud](#), [digital process automation](#), [internet of things](#), robotics/drones, [security](#), [virtual/ augmented reality](#), etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India, with operations in the U.S., UK, Canada, Australia, and the Middle East.

Media Contact: media@happiestminds.com