Mindtree
Welcome to possible

Registered Office Address: Mindtree Ltd.
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Mar 2, 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: Press Release - Mindtree (Relational Solutions), has been included in the Market Guide for Trade Promotion Management and Optimization for the Consumer Goods Industry by Gartner

This is to inform you that, we will be making a press release, on the following topic:

Mindtree (Relational Solutions), has been included in the Market Guide for Trade Promotion Management and Optimization for the Consumer Goods Industry by Gartner

A copy of the press release to be distributed to the media enclosed herewith.

Please take the above intimation on records.

Thanking you.
Yours sincerely,

for **Mindtree Limited**

Erwan Carpentier
SVP – Legal & General Counsel

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Mindtree (Relational Solutions), has been included in the Market Guide for Trade Promotion Management and Optimization for the Consumer Goods Industry by Gartner

CLEVELAND, OH-, March 2, 2017: Relational Solutions, Inc., a Mindtree company and a leader in Analytics, Business Intelligence, Data Warehousing and Enterprise Demand Signal Repository solutions has been named as a Representative Vendor in the "Market Guide for Trade Promotion Management and Optimization" published by Gartner in February 2017

According to the Gartner report; "Consumer goods manufacturers continue to spend a significant portion of their budgets managing promotions and price reductions as a part of collaborative efforts with retail partners." The report continues to state that, "The availability of advanced analytics solutions has introduced varied levels of algorithmic sophistication".

TradeSmart, Mindtree's analytics-as-a-service solution for the CPG industry offers better revenue management for companies that have invested in TPM solutions. Designed for post-promotion automation and analysis, TradeSmart improves joint business planning sessions, by leveraging COGS, POS, shipments, plan data and syndicated data to provide accurate trade spend ROI.

"CPG companies spend 15-25% of revenue on trade. Most are managing their trade promotions already", said Janet Dorenkott, AVP, Relational Solutions, a Mindtree Company. "By helping them optimize trade we can increase coverage, get them faster access to more reliable information and save them millions of dollars that go directly toward their bottom line"

The Gartner report referenced in this press release is: "Market Guide for Trade Promotion Management and Optimization for the Consumer Goods Industry" (2, February, 2017) by Ellen S Eichhorn, Stephen E. Smith

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About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. “Born digital,” Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.

About Relational Solutions

Relational Solutions, was founded in 1996 and acquired by Mindtree in 2015. As part of the Mindtree, Digital team, our Cleveland office is the Center of Excellence for Analytics. We are experts in delivering enterprise data warehouses, data integration solutions, business intelligence, analytics and predictive analytics. We offer solutions for point of sale, POS, data cleansing, integration, enterprise demand signal repositories and trade promotion analytics for consumer goods companies CPG. For more information on our analytics as a service, data warehousing, data integration, DSR and business intelligence practices, please visit us at http://www.relationalsolutions.com

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