Mindtree
Welcome to possible

Registered Office Address: Mindtree Ltd.
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Sep 7, 2016

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,

Kind Attention to Mr. Gopala Krishna and Mr. Hari

Subject: Press Release - Mindtree Partners with Conversable to Transform Customer Conversations

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

Mindtree Partners with Conversable to Transform Customer Conversations

Collaboration helps brands re-think how they connect to consumers by automating intelligent conversations through proprietary chat bot technology

A copy of the press release that will be distributed to the media is enclosed along with this letter.

Please take the above intimation on records.

Thanking you.
Yours sincerely,

for **Mindtree Limited**

Vedavalli S
Company Secretary

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Mindtree Partners with Conversable to Transform Customer Conversations

Collaboration helps brands re-think how they connect to consumers by automating intelligent conversations through proprietary chat bot technology

Warren (NJ) and Dallas (TX) – September 7, 2016 - Mindtree and Conversable today announced a partnership that will enable brands to deliver improved customer service and open better paths to ecommerce by creating on-demand customer conversations via automated chat bot technology. Through the use of enterprise chat bots, customers receive a faster response from brands and more relevant, contextual conversations. Rather than finding and downloading apps and searching on websites, consumers can simply message their request to a company or organization, fostering quick resolution with no wait times or calls into a call center.

Mindtree is a leading digital transformation and technology services company. Conversable is an enterprise conversation platform for creating intelligent, on-demand, automated response flows through one-to-one conversations in any messaging channel. The partnership combines Mindtree's industry-leading digital transformation consulting services and data integration capabilities with Conversable's groundbreaking chat bot enterprise platform.

The Conversable SaaS-based platform re-imagines user experiences and brand engagement through messaging. Conversable is also the first social enterprise solution to create intelligent, on-demand customer response flows using chat bot technology. The intuitive interface allows fast deployment of conversational experiences through the messaging platforms and voice applications that are relevant to a brand's customers. This includes Facebook, Twitter, SMS, Amazon Echo, Slack, Kik, and more.

Many enterprise chat bot solutions can be unresponsive or lead to erroneous interactions. In an effort to solve these challenges, Conversable will leverage Mindtree's in-depth digital knowledge and domain expertise to standardize backend systems integration. Through Mindtree's development and implementation of cost-effective application programming interface (API) strategies, the partnership reduces the friction of adding ecommerce functionalities to existing systems and enable more intelligent messaging.

"Companies seeking a competitive edge in today's era of conversational commerce must implement modern communication technologies that deliver brand-defining, transparent customer experiences," said Paul Gottsegen, Chief Marketing and Strategy officer at Mindtree. "Conversable is at the forefront of this revolution to transform the way Global 2000 brands interact with their customers."

"Without an integrated back-end, enterprise chat bots are just basic bots which won't meet customers' expectations or drive meaningful business impact to a brand. Mindtree and Conversable align perfectly on

this point of view, which makes this great partnership," said Ben Lamm, Co-Founder and Chief Executive Officer at Conversable. "Together, we will empower brands to reach their full potential and better understand their customers through conversational engagement."

About Conversable

Conversable is the leading SaaS platform for creating intelligent, conversational messaging experiences for customer self-service, conversational commerce, and on-demand content via major messaging and voice applications. Learn more about Conversable at www.conversable.com

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.

Visit us at www.mindtree.com. For more information, contact:

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