Ref: MT/STAT/RSN/12-13/145

28th September 2012

**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: Intimation of Press Release pursuant to Clause 36 of the Listing Agreement**

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

**Mindtree unveils a new brand identity to appeal to global customers and a younger audience.**

*Mission to engineer meaningful technology solutions to help businesses and societies flourish.*

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

Please take the above intimation on records.

Thanking you.

Yours sincerely,

*for* **MindTree Limited**

Rajesh S

*Rajesh S. Narang*
**Vice President – Legal & Company Secretary**

Mindtree

*Welcome to possible*

# Mindtree unveils a new brand identity to appeal to global customers and a younger audience.

*Mission to engineer meaningful technology solutions to help businesses and societies flourish.*

**Bangalore, INDIA, 28 September, 2012** - Mindtree Limited, the global IT solutions company, today announced its new brand identity with the unveiling of its mission, values and logo. The rebranding initiative reinforces Mindtree's ongoing transformation to an expertise-led organization. The new brand identity highlights Mindtree's differentiated approach to sophisticated global customers, while also appealing to younger audiences that form the global talent pool of the future.

The rebranding activity is a strategic component of Mindtree's vision of becoming a billion dollar company and will bring alive the new values of 'Collaborative Spirit, Unrelenting Dedication and Expert Thinking'.

"Mindtree is looking confidently at the future, standing on the strong foundation that we built in the last 13 years" said Subroto Bagchi, Chairman, Mindtree Limited. "Our difference is our unique approach balancing a human perspective with deep strategic thinking which enables us to create possibilities to help our clients succeed"

"The new identity captures our values and beliefs. The brand voice - bright, confident and active will drive our behavior and lead us to greater successes" said Krishnakumar Natarajan, CEO and MD, Mindtree Limited. "We focus to deliver business value to our customers. Our expert solutions make us the trusted partners who drive a positive impact for businesses and societies," he added.

Mindtree's new logo of multiple strands weaving into a harmonious hub represents the meeting of minds and technology and speaks of humanity while projecting a forward looking momentum. The tagline "Welcome to possible" is a simple but powerful expression of the brand mission, values and promise. The brand identity was designed in Los Angeles, USA by Siegel + Gale.

**About Mindtree**

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our 11,000+ experts are driven to engineer meaningful technology solutions to help businesses and societies flourish.

Mindtree's consulting-driven approach makes us a strategic partner to over 40 Fortune 500 enterprises. Our domain expertise, unique culture and technical excellence help businesses thrive and be future-ready. We enable our customers achieve competitive advantage through flexible and next generation global delivery models, agile methodologies and expert frameworks.

Mindtree's ability to devise solutions is equally matched by our ability to execute them. Our differentiation stems from a unique balance of human perspective with deep strategic thinking.

Our values - collaborative spirit, unrelenting dedication and expert thinking help us see possibilities where others see a full stop.

Welcome to possible.

**Please visit us at www.mindtree.com. For more information, contact:**


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For MindTree Limited

Rajan.S

Vice President Legal & Company Secretary

