

MindTree Announces Trade Promotions Analytics Solution for Consumer Packaged Goods Industry

Solution goes beyond reporting to provide insightful information that allows Trade Promotion expenses to be transformed into investments with measurable ROI.

Bangalore, INDIA, June 3, 2010: MindTree Limited, a global IT Solutions company, today announced a Trade Promotions Analytics Solution, designed to help Consumer Packaged Goods (CPG) organizations deploy more cost efficient and successful promotions. The solution employs statistical evaluation techniques to analyze promotions and gain meaningful insights, which can be used to transform trade promotion expenses into investments with a measurable Return on Investment (ROI) for sales, marketing and supply chain operations.

MindTree's Trade Promotion Analytics Solution enables organizations to make side-by-side comparisons of trade promotions initiatives, such as shelf space procurement versus in-store sampling. The solution also analyzes trade promotions at different levels to identify exceptions, measure effectiveness and project successes of future promotion initiatives.

"Trade promotion spending is one of the top expenses on Profit & Loss statements of CPG manufacturers today, which is why many of these organizations have been investing in systems that capture data and generate reports on these investments," said Scott

For MindTree Limited

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