Mindtree
Welcome to possible

Registered Office Address: Mindtree Limited,
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Corporate Identity Number (CIN):
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April 24, 2014

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 following topic:

Mindtree and IGD launch inaugural e-commerce award

Award to recognize e-commerce excellence in CPG and Retail industries

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**

Rajesh. S

Rajesh S Narang
Vice President-Legal & Company Secretary

MINDTREE LIMITED BANGALORE

Mindtree

Mindtree and IGD launch inaugural e-commerce award

Award to recognize e-commerce excellence in CPG and Retail industries

Bangalore (INDIA) and Warren (NJ), April 24, 2014: Mindtree, a global information technology services company, and IGD, a membership organization for retail and consumer goods industries with 800 members worldwide, today announced a new award category to recognize excellence in e-commerce among CPG and Retail enterprises.

Companies in the CPG and Retail domain that have demonstrated true leadership, innovation and excellence in e-commerce or m-commerce are invited to submit their nomination. The nominations will be considered by an esteemed panel of jury from ASDA, Unilever, IGD and Mindtree. The winning entry must showcase enhancements that have significantly improved the shopping experience of consumers through any online or mobile sales platforms. Specific parameters include:

- Understanding and influencing consumer behavior
- Impact on sales and market share
- Collaborative implementation with trading partners

"With consumers being loaded with choices, the need to differentiate from the competition is as great as it has ever been in this industry," said Radha R, Senior Vice President and Head of Retail, Consumer Products and Manufacturing at Mindtree. "Mindtree is at the forefront of e-commerce and m-commerce innovation for retailers and CPGs and we have seen the level of profitable growth these initiatives can drive. Hence, we believe, it was important to support an award program that recognizes exemplary work in this area. We are not just rewarding innovation in e-commerce, but also fostering it by instilling a little friendly competition in the industry," she added.

David Shukri, IGD Head of Channel Insight and e-commerce award judge said, "We are delighted to welcome Mindtree's support for the new e-commerce award. Given its global reach and experience, Mindtree brings immense value to this category and I'm excited to benefit from their expertise throughout the awards process."

The closing date for entries is May 31st and details about the application process can be found on Mindtree and IGD websites. The inaugural winner will be announced and recognized at the annual IGD awards ceremony on October 7, 2014.

About IGD

IGD is a membership organization for the retail and consumer goods industries with 800 members worldwide. For more details visit www.igd.com.

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About Mindtree

Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries. We deliver amazing results: Helping 100 million passengers fly safely. Improving security and performance for one of the world's largest e-commerce stores. Unifying brand messaging and improving engagement for one billion consumers. For Mindtree, "Welcome to possible" is more than a slogan - it reflects our approach to every engagement.

Please visit us at www.mindtree.com

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For Mindtree Limited

Rajesh S

Vice President Legal & Company Secretary

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