Mindtree
Welcome to possible

Registered Office Address: Mindtree Ltd.
Global Village, RVCE Post, Mysore Road,
Bangalore-560059, Karnataka, India.
Corporate Identity Number (CIN): L72200KA1999PLC025564
E-mail: info@mindtree.com

Ref: MT/STAT/RSN/14-15/215

February 5, 2015

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 to Manage Kellogg's Digital Marketing Operations

Partnership aims to enhance consumer engagement and speed time to market of digital properties

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 BENGALURU

Mindtree Ltd.
Global Village
RVCE Post, Mysore Road
Bangalore - 560059

T +91 80 6706 4000
F +91 80 6706 4100
W www.mindtree.com

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Mindtree to Manage Kellogg's Digital Marketing Operations

Partnership aims to enhance consumer engagement and speed time to market of digital properties

Warren (NJ) and Bangalore (INDIA), February 5, 2015: Mindtree, a global technology services company, today announced that it is working with the Kellogg Company, the world's leading cereal company and second largest producer of cookies, crackers and savory snacks, to manage its global digital marketing platform. Mindtree will manage and support the marketing IT infrastructure to execute Kellogg's brand efforts and digital marketing innovation across 400+ digital properties.

As the sole managed services partner for all of Kellogg's digital marketing properties, Mindtree will support Kellogg's industry leading digital initiatives with more than 100 monthly production deployments. While managing a diverse pipeline of projects and technologies, Mindtree will leverage the latest in security technologies and cloud infrastructure to support global efforts across more than 50 brands. Special attention will focus on quick turnarounds and increasing speed to market, all while partnering with 10 creative and digital agencies, as well as many other specialists.

This partnership will take advantage of Mindtree's Gainesville (FL) Delivery Center, providing Kellogg a U.S. based team that will be augmented by other global offices for round-the-clock service.

Erik Kamman, Senior IT Director, Kellogg Company said, "I'm excited about the new partnership between Mindtree and Kellogg's. They have brought a metrics driven approach to supporting our digital marketing platform, which is speeding up our ability to deliver, allowing us to focus on delivering superior Marketing capabilities. This is a big win for both our Marketing and IT organizations."

Radha R, Executive Vice President and Head of Retail, Consumer Products and Manufacturing, Mindtree said, "Today's consumers demand near real-time engagement with their favorite brands and our goal is to help take Kellogg's to the next level of speed, efficiency and customer engagement."

To manage Kellogg's dynamic digital marketing IT infrastructure, Mindtree will use the Mindtree MWatch, infrastructure management platform ensuring uptime for all their consumer-facing properties globally.

Additional Resources

- Mindtree expertise: Winning the New Age Consumer
- Video: MWatch, Consolidated view of Infrastructure and IT Applications

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- Digital Practice at Mindtree
- Video: The Digital Pumpkin, Mindtree digital innovation center

About the Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of $14.8 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands – Kellogg's®, Keebler®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more – nourish families so they can flourish and thrive. Through our Breakfasts for Better Days® initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit www.kelloggcompany.com.

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.

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

Priyanka Waghre
Mindtree
+91 98867 29295
Priyanka.Waghre@mindtree.com

Siddhartha Tanti
Genesis Burson-Marsteller
+91 99863 62435
Siddhartha.Tanti@bm.com

Kiran Farooque
PPR Worldwide
+44 0 207 300 6181
Kiran.Farooque@pprww.com

Sarah Elder
Max Borges Agency
+1 415.548.6850
sarahelder@maxborgesagency.com

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For Mindtree Limited

Rajesh S

Vice President Legal & Company Secretary

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