



**436** USD million revenue

**28** Global offices

**232** Active customers

**11,591** Mindtree Minds

**2012-13** Annual report

*Welcome to possible*



# Mindtree for the future

Some believe in the power of numbers.

Some believe in the power of technology.

We believe in the power of people and the impact people can have on technology.

Our roots grew from this belief that people with diverse points of view could come together to build a different kind of technology company. One that puts people who work with us, first.

This belief drives our vision for tomorrow to build technology experts who are focused on one goal: helping our clients succeed.

Today, a wealth of information is opening up a world of possibilities. Realizing those possibilities takes more than numbers. It takes more than technology.

It takes people. People who can turn the potential of information into meaningful solutions. Solutions that simplify businesses. Improve governments. Propel societies forward.

We are Mindtree. We engineer meaningful technology solutions to help businesses and societies flourish.

Our values - Collaborative Spirit, Unrelenting Dedication and Expert Thinking help us see possibilities where others see a full stop.

## Welcome to possible

# Possible engineers meaningful technology solutions



## Our solutions & frameworks

We offer an appropriate mix of cutting edge technology expertise and sound domain knowledge. This enables us to deliver solutions that add strategic business value to our customers.

### Corporate Lending

Enabling high volume, high value business through automation.

### MWatch

Integrated IT infrastructure management and secured service delivery platform.

### MindTest™

Predictable quality through integrated quality assurance platform.

### mPromo

A SaaS based solution to plan, execute, analyze and optimize trade promotion spend of CPG organizations.

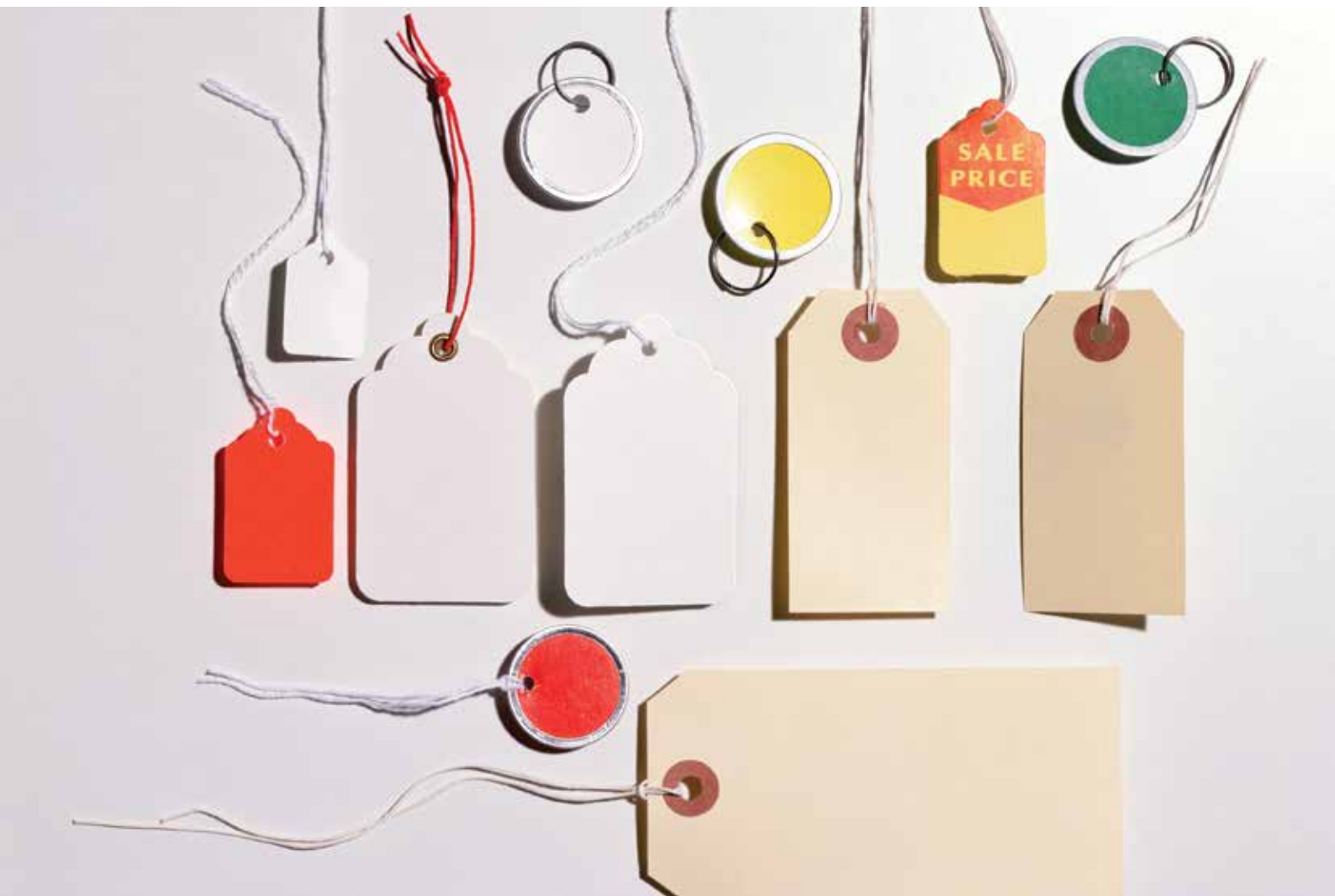
### Store Portal

Seamless communication and collaboration with multiple retailers and stakeholders.

### VMUnify

Enables organizations deliver infrastructure as a service with secure virtual data centers and unified cloud environments.

# Possible helps businesses grow



## Partnering in customer's success

We go beyond the defined project scope to ensure our services impact the customer and their customers and society at large. All our people, processes, technologies and delivery are centered around this philosophy.

### 100 million passengers fly safe

Flight planning system.

Global air transport solutions provider. 180+ airlines.  
15000+ flight plans.

### Managed over USD 1.5 billion trade spend

Trade promotion management & optimization.

Across 30 countries worldwide. Fortune 500 consumer  
goods enterprise.

### USD 55 million savings a year

Reduced piracy. Online activation solution for the  
world's leading software products enterprise.

### Identity for 1.2 billion people

Big data and analytics. World's largest  
citizen identification program. Uncompromising security.

# Possible delivers



## ONEmind - Next gen delivery platform

ONEmind is Mindtree's proprietary delivery platform that seamlessly collaborates with diverse components of project execution and delivers as one unit. This next generation delivery platform is built with an end-consumer view and a business forward approach. The clear understanding of the customer and the core elements of the platform help us maximize the performance of project teams and ensure a robust and low risk delivery. ONEmind is based on our rich experience of executing 10,000+ projects in the last 13 years.

ONEmind ensures effective participation and collaboration within the project team and across culturally diverse members through efficient usage of social media interactions. The agility built into the platform provides our customers the flexibility to confidently meet the changing market requirements. Proactive risk management and robust project governance practices ensure predictable project performance and delivery within the financial parameters.



# Possible is global



## Global delivery center

Mindtree, as part of its global vision, set up the first US Delivery Center (USDC) in Gainesville, Florida. USDC delivers an exceptional combination of people, deep domain expertise and technology capabilities all in a state-of-the-art facility designed for agile development.

The Mindtree USDC is a cost competitive onshore option of the highest quality. Today, the USDC works with some of globally recognised brands and plans to hire over 400 locals in next few years.

See more details at  
[www.mindtree.com/company/usdc-gainesville](http://www.mindtree.com/company/usdc-gainesville)

# Possible helps societies flourish



## Mindtree foundation

Mindtree is committed to the pursuit of better living for people with disabilities and enhancement in the quality of primary education. Our people, assistive technologies and associations with NGOs help us to:

- Promote education to underprivileged children with a special emphasis on people with disability
- Provide relief of poverty by way of assistance to food, shelter and clothing
- Provide relief of distress caused by calamities of nature

Mindtree Foundation is proud to be associated with :

- Missionaries of Charity (M.O.C.)
- Gandhiji Shanti Nivas Leprosy Rehabilitation Centre

- Sparsh Foundation
- Spastics Society of Karnataka (SSK)
- Sikshana Educational Development program for Rural Government School Children
- AMBA Centers for Economic Empowerment of the Intellectually Challenged (AMBA-CEEIC)
- Goonj

Abraham Moses, Head of Mindtree Foundation, was awarded Forbes 2012 Philanthropy award under the category 'Good Samaritan' for his combined efforts in looking after administration and the personal welfare of Mindtree Minds.



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## Chairman's message

We have a great pipeline of emerging leaders and we have consistently delivered world-beating projects that make our large competitors admire us. Our people believe that Mindtree is among the best places to work.

Dear Shareholder,

This past year has been good in many ways. Thank you for your support, without which your management team could not have delivered the results it has. More on that in Chief Executive and Managing Director Krishnakumar (KK)'s letter to you in the next page.

In this annual communication, I want to draw your attention to a few big-picture issues that concern you as a shareholder of Mindtree. Before I do that, please join me in congratulating KK on his election as Chairman of the National Association of Software & Services Companies (NASSCOM) for 2013-14. It is a recognition of his personal contributions and active engagement with NASSCOM over the years; it is also a recognition for Mindtree as an organization.

NASSCOM has recently announced its ambition for 2020. From the current base of USD 108 billion, the industry body feels, we should all aim to achieve USD 300 billion

in the next six years. This is an ambitious goal. However, it is based on reasonable assumptions that take into account exports, a growing domestic market and growth fuelled by the e-commerce segment. What this means is two things: stay invested in the IT sector and if you have a young one in your family contemplating IT as a career, please assure him or her that we will remain a great industry to work for.

Now let me shift to a very important matter that has to do with the internal challenges that every company must tackle. While there are many such challenges, some of which are specific to individual companies, there are some that concern every organization. One is transition and pipeline of leadership. The other issue everyone must deal with has to do with the need to reinvent from within in order to stay relevant to customers and employees.

At Mindtree, we are continuously addressing both challenges; we have a great pipeline of emerging leaders.

We have consistently delivered world-beating projects that make larger competitors admire us, and at the same time, our own people believe that their organization is among the best places to work. With these successes to guide us, we have a reasonable view of what sort of future we want to create.

The future of your company is closely tied with the world economy. We are an export-dependent company. Our fortunes are tied to how the world fares and how the world feels. If you look at how the world fares, not a day goes by without some part of it reporting either caution or bad news. At Mindtree, we are making sure we choose our customers, geographies and verticals well so that we are able to buck any adverse trend in the global economy. In this context, our engagement with Bain Consulting to help us sharpen our strategy and structure is very timely and relevant. Going forward, you will see the impact of their recommendation on how we should organize ourselves to grow and sustain our top-line and the bottom-line.

While we are on the subject of growth, I have always maintained that no organization is an island. We are part of the larger social fabric. If societies do not succeed, businesses will invariably fail. This realization has been integral to our thought process. That is why we have stayed engaged with the society beyond business; that is why our mission statement says that we help businesses and societies flourish. Our outreach has been consistently noticed and admired. We feel encouraged with the recognition, but it is neither legal bindings nor admiration that makes us do what we do. Being socially sensitive is integral to our DNA. Please pay attention to our Business Responsibility Report. At Mindtree, your investment serves a larger purpose even as we deliver value to our immediate stakeholders. In the

years ahead, Mindtree will continue to engage with the communities we serve across the world.

Before I close, please join me in thanking R Srinivasan and Anjan Lahiri, as we say goodbye to them.

R Srinivasan is an independent director of your board and chairman of the Audit Committee who will retire after the forthcoming Annual General Meeting. He has steered us with his expertise and wisdom over the years. We wish him great strides in the years to come.

Anjan Lahiri, Executive Director, has been instrumental in making Mindtree what it is today. After almost a decade and a half of working closely with the idea and its execution, he has expressed his desire to move on. We thank him for his many contributions, and wish him the very best in his future projects.

Once again, thank you for your support in our endeavors, and I am looking forward to meeting you at the Annual General Meeting.

Welcome to possible

Sincerely,

**Subroto Bagchi**  
Chairman