Making Mindtree Memorable

Krishnakumar Natarajan
Executive Chairman
How are admirable companies assessed?

- Ability to attract and retain talented people
- Quality of management
- Social responsibility to the community and the environment
- Wise use of corporate assets
- Innovativeness
- Quality of products or services
- Long-term investment value
- Effectiveness in doing business globally
- Financial soundness

Source: Fortune
Attributes of a memorable company – Our view

- **Ideas and Positioning**
  - Disrupt competition
  - Reshape possibilities for customers, employees and investors

- **Distinctive Culture**
  - Does this company work as distinctively as it competes?
  - Strategy is culture. Culture is Strategy

- **Customer Connect beyond contract**
  - Does the company have an emotional and psychological contract with customers?
  - Success >> Pure Economic Value

- **Conviction on Strategy**
  - Is the company as consistent as it is creative?
  - Is the company confident about it’s ideas and culture?

- **Leadership and Talent**
  - Is the company a leader in creating leaders up and down its ranks?

- **Governance and Social Responsibility**
  - Strong corporate governance
  - Leverage one’s strength to create a long-lasting social impact

Ref: Bill Taylor, HBR, March 2011
Being Memorable is much more than being admirable

The signature of mediocrity is not an unwillingness to change. The signature of mediocrity is chronic inconsistency

- Jim Collins

Consistent Strategy

Consistent Execution

Consistent Shareholder Value creation
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Consistency in Positioning & Conviction on Strategy

Continued focus on chosen verticals and segments

Digital Transformation

Expertise Led
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Distinctive Culture

Culture of “Possibilities”

Unlearning and learning with agility

High Performance, High Caring

Confidential - for limited circulation only
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Customer Connect beyond contract

- Long standing relationships
- Trusted Advisor
- Startups – Bringing innovation to customers
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Leadership and Talent

- Building Leadership at all levels
- Gender and Cultural Diversity
- Cultivating future technologists
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Governance and Social Responsibility

Good to Great Boards

Mindtree Foundation

Technology interventions solving social problems
Our Strategy and Execution – Striving towards Memorability

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