



Mindtree

A Larsen & Toubro Group Company

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

Ref: MT/STAT/CS/19-20/196

December 17, 2019

BSE 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,

Subject: Press Release - Mindtree Launches an Immersive Technologies Experience Center in Collaboration with PTC

This is to inform you that, the Company proposes to make a press release on the following topic:

“Mindtree Launches an Immersive Technologies Experience Center in Collaboration with PTC”

A copy of the press release to be distributed to the media is enclosed herewith.

Please take the above intimation on records.

Thanking you.

Yours sincerely,
for **Mindtree Limited**

Vedavalli S
Company Secretary

Encl: as above



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Mindtree Launches an Immersive Technologies Experience Center in Collaboration with PTC

Immersive Aurora facility provides opportunities to enhance customer experience across augmented, virtual and mixed reality touchpoints

Warren (NJ), Bangalore (India) – December 17, 2019 – [Mindtree](#), a global technology services and digital transformation company, today announced that it has established a new India-based center of excellence, called Immersive Aurora, as a site to develop immersive technology experiences. The company is collaborating with global software company PTC to unleash new possibilities and transform interactions throughout the customer experience and Industry 4.0 touchpoints.

Investments in augmented, virtual and mixed reality are reshaping experiences across consumer interactions, sales and marketing, design, training, service and data visualization. Mindtree and PTC will explore opportunities for global clients to implement immersive technology experiences more broadly across their businesses through the combination of Mindtree's Immersive Aurora and PTC's market-leading Vuforia® industrial augmented reality (AR) solution.

"Mindtree, with its deep digital expertise, has been at the forefront of helping enterprises deliver enhanced and contextual experiences to their end clients," said Debashis Chatterjee, CEO of Mindtree. "By launching Immersive Aurora and partnering with PTC, Mindtree is well-positioned to help our clients rapidly unlock value from their technology investments just as the convergence of the physical and virtual worlds is accelerating."

"Immersive technologies can drive tangible business value, but many clients don't know which applications will have the most meaningful return on investment and, candidly, they often don't know where to start on their digital transformation journeys," said Jim Heppelmann, president and CEO, PTC. "Through this strategic collaboration with Mindtree, we'll be better positioned to help customers quickly identify those AR use-cases that can deliver the most value and then help them scale those solutions across their respective businesses."

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 350+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 18 countries and over 40 offices across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."

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For more information, contact:

INDIA

Swetha Ganesan

Mindtree

+91- 9789061981

Swetha.Ganesan@mindtree.com

UNITED STATES

Erik Arvidson

Matter

978-518-4542

mindtree@matternow.com

EUROPE

Edward Stevenson

Hotwire

+44 783 459 7877

Edward.Stevenson@hotwireglobal.com