Mindtree was founded in 1999 and is based in Bengaluru, India. It had an annual revenue of US$1.1 billion in 2019 and employs 22,000 people worldwide. Since 2019, it has been majority-owned by a US$21 billion Indian conglomerate, Larsen & Toubro, but operates independently. In Australia, it has offices in Sydney and Melbourne. Mindtree serves clients from devices to cloud to enterprise, which it calls a 'metal-to-cloud capability'.

**Strengths**

**Broad CX specialty:** Mindtree has a large CX consulting practice that includes an Experience Design Group (EDG) including customer interaction and new media specialists, industrial and visual researchers, information architects, artists and psychologists. Mindtree's key strength lies in driving business agility "from idea to product launch" leveraging its Digital Pumpkin Labs. The inclusion of nontechnical specialists enables the company to look at CX from several perspectives, including impact and brand value perception and customer loyalty. It has a strong partner ecosystem in Australia that includes Microsoft, Adobe, Sitecore, AWS, Google, and Duck Creek.

**CX-based product design and management:** Mindtree integrates CX capabilities in depth in product design. The integration starts with concept creation, based on customer needs, and determined by market research, ideation and evaluation. Product design involves the creation of a minimum viable product (MVP), leading to product development and deployment. Product sustenance extends the life of mature products while improving revenue and customer retention.

**‘Digital Next’ strategy:** Mindtree focuses on building connected, cognitive and edge-enabled processes. Mindtree's consulting and advisory offering spans strategy, roadmap design, hardware and platform integration, applications and security. The company is centered around edge, intelligence, cloud and design thinking. Services range from assessing the value of a project, to implementing at scale and providing post-implementation services.

The takeover by Larsen & Toubro is yet to see it merged with the company's technology subsidiary, LTI.