

June 14, 2022

Listing Compliance & Legal Regulatory
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai 400 001
Stock Code: 543227

Listing & Compliance
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai 400 051
Stock Code: HAPPSTMNDS

Dear Sir/Madam,

Sub: Press Release – Happiest Minds Technologies’ AI/Analytics CoE is a winner at the ET DataCon Awards 2022

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

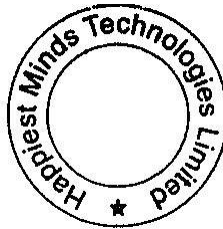
Thanking you,

Yours faithfully,

For **Happiest Minds Technologies Limited**



Praveen Kumar Darshankar
Company Secretary & Compliance Officer
Membership No. F6706



Happiest Minds Technologies' AI/Analytics CoE is a winner at the ET DataCon Awards 2022

San Jose, London, and Bengaluru, June 14, 2022: Happiest Minds Technologies Limited (NSE: HAPSTMNDS), a 'Born Digital . Born Agile' digital transformation and IT solutions company, today announced being a winner at the **Economic Times DataCon Awards 2022 in the category: 'Core Operations - Innovative Use Cases of Analytics/ AI/ ML'** at the award gala held at Mumbai on 9th June, 2022.

The Economic Times Datacon Awards 2022, in its third year, recognizes path-breaking initiatives undertaken by the Indian enterprises towards becoming data-centric. These initiatives are part of their journey that is being #DrivenByData to unlock business value on account of better efficiency, higher effectiveness, novel experiences for the customers and employees, and management of ever-increasing risks. An eminent jury of experienced, qualified, and exceptional technology professionals adjudicated and acknowledged, after careful and considered evaluation that Happiest Minds' nomination was amongst the finest among a large number of entries and nominations.

Joseph Anantharaju, Executive Vice Chairman, Happiest Minds Technologies said, "Recognizing the critical role of Analytics and AI in digital transformation initiatives, Happiest Minds set up a focused CoE to invest and build deep capabilities in this space to help some of the largest global enterprises across several industries. I am thankful for the dedication and learning spirit exhibited by the team, which has resulted in the excellent award win."

Ajay Agrawal, Senior VP and Head of CoE- AI/Analytics, Happiest Minds Technologies said, "Our AI/Analytics Centre of Excellence is focused on creating next-generation AI and analytics solutions for our customers across the value chain. Armed with the expertise on the latest AI techniques like Computer vision, NLP, Graph Analytics etc. we provide innovative solutions to drive operational efficiency and business model innovation. We are proud of this award win and it's a true testimony to the team and our technology partners who help us stay ahead in the game "

Powered by its mission statement of 'Happiest People . Happiest Customers,' Happiest Minds counts more than 53 Fortune 2000, Forbes 200, and Billion-Dollar corporations as its customers.

About Happiest Minds Technologies:

[Happiest Minds' Technologies](#) Limited (NSE: HAPSTMNDS), a Mindful IT Company, enables [digital transformation](#) for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as [artificial intelligence](#), [blockchain](#), [cloud](#), [digital process automation](#), [internet of things](#), robotics/drones, [security](#), [virtual/augmented reality](#), and more. Positioned as 'Born Digital. Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail, and travel/transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India, with operations in the U.S., UK, Canada, Australia, and the Middle East

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