

November 11, 2020

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 Partners with Io-Tahoe to Deliver SmartData with a Single Enterprise Data Automation Platform

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



PRESS RELEASE

Happiest Minds Partners with Io-Tahoe to Deliver SmartData with a Single Enterprise Data Automation Platform

California, India and Bengaluru, India, November 11, 2020: Happiest Minds Technologies Limited (NSE:HAPPSTMNDS), a 'Born Digital . Born Agile', digital transformation and IT solutions company and Io-Tahoe have entered a strategic partnership to provide their esteemed clients with effective Data Discovery and Governance solutions. This will help improve data security and maturity within companies and minimize their data risk exposure. Happiest Minds, as a Reseller Partner of Io-Tahoe, is committed to enhance data protection programs and improve business performance for its customers.

Priya Kanduri, CTO-IMSS, Vice President, Cyber Security, Happiest Minds Technologies said, "We have strong offerings and credentials in data compliance, including GDPR, CCPA, HIPAA and other similar guidelines within the sensitive data protection space and this partnership with Io-Tahoe will strengthen it further by adding the capabilities of Data Governance, Sensitive Data Discovery across platforms and Hybrid Cloud Environments with AI-driven Data Cataloging features."

Leveraging Io-Tahoe's SmartData platform powered by AI/ML technologies, Happiest Minds' **'Data Compliance as a Service' solution** will be able to accelerate your organization's data privacy & compliance lifecycle by implementing data discovery, data quality management and facilitate deep analytics & governance. Some of the key solution features include:

- Automated Data Discovery - across heterogeneous data sources/platforms
- Auto-Generated Smart Data Catalog – removing manual effort
- Automated Data Flows & Data Lineage
- Data Quality Assessments Regulatory Compliance & Policy Mapping
- Automated & Continuous Data Governance

Ajay Vohora, Chief Executive Officer, Io-Tahoe, "Happiest Minds is at the forefront of helping the world's smartest enterprises strategically transform their businesses to become more agile and more digital. Together with Happiest Minds we will address the challenges organizations face as they attempt to unleash the power of data and capitalize on new digital market opportunities while also ensuring their data assets are protected and compliant with regulatory policies and security controls. This partnership is another endorsement of our data automation technology and our business, and an even bigger opportunity for our joint customers. Together, we combine the three pillars needed for success - outstanding technology, the right skills, and the business smarts to deliver excellent results."

About Happiest Minds Technologies:

[Happiest Minds Technologies Limited](#) (NSE: HAPPSTMNDS), 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](#), etc. 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 Middle East.

Media Contact:

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About Io-Tahoe

Io-Tahoe is the leader in Enterprise Data Automation software, harnessing the power of our patented data automation technologies to help organizations empower employees to achieve more. Companies around the world, rely on Io-Tahoe data automation technology to guide action and drive change that results in millions of dollars saved.

With origins in both industry and the open-source community, Io-Tahoe has always been devoted to simplifying data, sharing knowledge, and pursuing truths. Founded in 2017, Io-Tahoe brings together data engineering, science, and analytics on an open, unified platform so data teams can collaborate and innovate faster.

Venture-backed and headquartered in New York (with offices on three continents) and a growing ecosystem of global partners, including Google, IBM Red Hat, AWS, Salesforce, Microsoft, Service Now and others, Io-Tahoe is on a mission to help data teams solve the world's toughest problems. For more information, visit <https://www.iotahoe.com/>