

February 27, 2024

Listing Compliance & Legal Regulatory  
BSE Limited  
Phiroze Jeejeebhoy Towers Dalal Street,  
Mumbai 400 001  
Stock Code: 543227,974728,974820 &  
975101

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 Announces New Verticalization Org Structure**

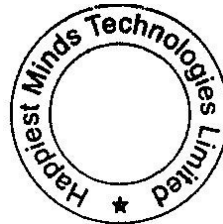
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

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 Announces New Verticalization Org Structure




**Bengaluru, San Jose and London, February 27, 2024:** Happiest Minds Technologies Limited (NSE:HAPPSTMNDS), a 'Born Digital. Born Agile', digital transformation and IT solutions company, today announced its new vertical organization structure comprising six new Industry Groups (IG) – Industrial, Manufacturing and Energy & Utilities, Healthcare & Life Sciences, Retail, CPG and Logistics, Banking, Financial Services, and Insurance (BFSI), Hi-Tech and Media & Entertainment, and EdTech.

**Ashok Soota, Executive Chairman,** said *"The potential of this new structure is immense and will be the bedrock of new growth engines, enabling us to compete better in the global markets and realize our vision of reaching \$ 1 billion in revenues by 2031."*

**Joseph Anantharaju, Executive Vice Chairman & CEO (PDES),** said *"This verticalization is a major event in the evolution and growth of Happiest Minds changing the foundations of our organization structure, while significantly augmenting our sales prowess and accelerating growth. Each Industry Group (IG) will have dedicated teams with deep domain expertise, allowing for customized solutions, and faster response times thus enhancing our agility and driving innovation leading to increased customer happiness and sustainable growth."*

Each new Industry Group is led by an IG Head, and is responsible for the P&L, selling Generative AI Business Services (GBS) to existing and potential accounts, along with Product & Digital Engineering Services (PDES) and Infrastructure Management & Security Services (IMSS). Being a market-facing leadership role, the IG Head owns the IG strategy, business plan, GTM, sales, domain capability, and overall customer and people happiness. Each IG Cluster will have dedicated teams with deep domain expertise, specialist BDMs for existing account growth, and in-house consulting capabilities.

<b>1. Industrial, Manufacturing and Energy &amp; Utilities:</b>	
	<b>Poornima Bethmangalkar</b> is the GM and IG Head. She has over 23 years of experience in the industry and is passionate about helping customers in the industrial, process manufacturing, and automotive industries unlock the true value of digital, so they are future-ready.
<b>2. Healthcare &amp; Life Sciences:</b>	
	<b>Srinivas Iyengar</b> is the VP and IG Head. He has over 25 years of experience in the technology services industry and brings a unique outside-in perspective to his engagement with different players of the ecosystem.

<b>3. Retail, CPG &amp; Logistics:</b>	
	<b>Priya Prasad</b> is the VP and IG Head. She has 24 years of experience with a unique blend across functional areas and tech consulting in the Retail and CPG industries.
<b>4. Banking, Financial Services, and Insurance (BFSI):</b>	
	<b>Subhasis Bandyopadhyay</b> is the VP and IG Head. He has over 30 years of experience in banking, payments, risk and compliance, insurance, and capital markets.
<b>5. EdTech:</b>	
	<b>Viswanath Subramaniam</b> is the VP and Domain Head. He has worked in the education industry for two decades and he will be responsible for building EdTech capability and contributing to the P&L.
<b>6. Hi-Tech and Media &amp; Entertainment:</b>	
The IG head for Hi-Tech and Media & Entertainment will be announced in the coming weeks.	

### 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 Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry groups: Industrial, Manufacturing and Energy & Utilities, Healthcare & Life Sciences, Retail, CPG & Logistics, Banking, Financial Services and Insurance (BFSI), Hi-Tech and Media & Entertainment, and EdTech. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. 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.