

December 12, 2023

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 recognized as a Rising Star in ISG’s Provider Lens™ Digital Engineering Services US Report 2023

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 recognized as a Rising Star in ISG's Provider Lens™ Digital Engineering Services US Report 2023

Bengaluru, Dec 12, 2023: Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a 'Born Digital . Born Agile', Mindful IT Company, today announced that it has been recognized as a 'Rising Star' across multiple categories in the ISG Provider Lens™ Digital Engineering Services Report 2023 by Information Services Group (ISG), a leading global technology research and advisory firm.

Happiest Minds is the **only company** this year to earn the distinction of being a **"Rising Star"** across **3 different categories** – Design and Development (Products, Services, Experience), Integrated Customer/User Engagement, and Platforms & Applications Services. The full ISG report for Happiest Minds can be [downloaded here](#).



(Joseph Anantharaju, Executive Vice Chairman & CEO (PDES) and Namratha Dharshan, Country Lead ISG India, discussing Happiest Minds' recognitions in the Digital Engineering Provider Lens)

'Rising Star' indicates a company with a "promising portfolio" and "high future potential" by ISG's definition. This recognition across three different categories underscores the significant progress that Happiest Minds has made by building on the foundation of its digital engineering capabilities.

Dr. Tapati Bandhopadhyay, Lead Analyst at ISG, said, "Being an agile service provider right from its inception, Happiest Minds delivers digital platform engineering capabilities in an intuitive, context-aware manner. Happiest Minds offers design services to a broad range of enterprises that

are at different stages of digital maturity and provides digital technology use cases to deliver improved agile CX and UX services.”

Joseph Anantharaju, Executive Vice Chairman & CEO (PDES), Happiest Minds, said, “At Happiest Minds, we have constantly endeavoured to stay ahead of the technology curve to help our clients build future-ready products and platforms. Hence, it is gratifying to see that we are the only company recognized as a ‘Rising Star’ in 3 critical digital engineering quadrants. This recognition is a testament to our digital DNA and agile mindset complemented by our happiest people, happiest customers approach.”

Arsalaan Kashif, Senior Marketing Director, Happiest Minds, said, “Since its inception, Happiest Minds has had a strong engineering pedigree and digital DNA. As a result, we’ve helped many digital native clients create pioneering products and solutions in completely new market segments. The ISG Digital Case Study award that we won for our work with DoubleVerify and the 3 Rising Star recognitions for digital engineering underscore the value we’ve been able to deliver to our customers.”

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 sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. 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.

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