

April 14, 2021

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 and Beatroute Partner to Offer Revenue Realization Solutions for CPG Industry**

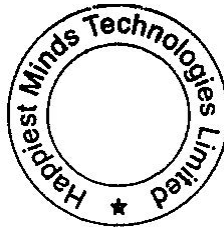
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

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 and Beatroute Partner to Offer Revenue Realization Solutions for CPG Industry**

**California, India and Bengaluru, April 14, 2021:** [Happiest Minds Technologies Limited](#) (NSE: HAPPSTMNDS), a 'Born Digital. Born Agile', digital transformation and IT solutions company and BeatRoute have entered into a strategic partnership to solve typical revenue realization problems faced presently by the CPG industry. The complex CPG eco-system is characterized by multiple channels and relationships including Modern Trade, General/Traditional Trade and other B2B channels that require a seamless, holistic solution to enable smart selling physically as well as digitally.

This partnership empowers CPG enterprises with a goal-oriented Digital Transformation journey, by leveraging new age technologies such as ML, Store Analytics, Sales Process Gamification, Bots and Social Channels to drive Sales Uplift and provide brands with a competitive advantage.

"Happiest Minds offers a full stack of solutions for the CPG industry, focused on business outcomes that leverage principles of next-gen technologies for maximum impact. The current pandemic has scaled the need for automation and business driven technology implementation. This is where the Happiest Minds and Beatroute Partnership enters, by offering revenue realization solutions for the post pandemic CPG industry," said **Rajiv Shah, CEO, Digital Business Services, Happiest Minds**.

"The CPG industry is adapting to the new normal in the post pandemic world, characterized by the highly connected shopper, endless choices at Retail and a reset of brand loyalty. The partnership with Beatroute complements Happiest Minds' suite of CPG offerings and will provide brands with next-gen digital solutions for increased market share and deeper collaboration with channel partners " says **Veena Sriram, Vice President and Head, Retail & CPG, Digital Business Services, Happiest Minds**.

"Too many CPG organizations have spent too much time trying to automate and digitize their field sales and marketing workflows. Our vision is to go beyond automation and help our customers achieve Goal-driven Sales Transformation. In this partnership with Happiest Minds, I see a perfect combination of Technology and Advisory that will take this innovation to a large number of customers worldwide." says **Vinay Singh, Co-Founder & CEO, BeatRoute**.

"Our focus has been to drive continuous incremental business outcome for our customers with scalable enterprise SaaS offering and quick, zero-code deployment. This focus has helped our customers go live within 3 to 8 weeks and achieve sales uplift by up to 30% within months." Said **Sumit Gandhi, Partner & VP, Customer Success, BeatRoute**.

## 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:**

[media@happiestminds.com](mailto:media@happiestminds.com)

## About BeatRoute

BeatRoute's cloud SaaS CRM-SFA Platform enables CPG Enterprises to achieve high impact digital transformation across their Retail & B2B field sales operations. With a new age approach that focuses not just on *process problems*, but also on *people problems* associated with distributed field teams, channels partners & customers, BeatRoute has been able to deliver ~30% higher sales throughput & ~20% cost savings for hundreds of enterprise customers across territories.