

June 7, 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 – PureSoftware wins ‘Best Banking-as-a-Service Platform of the Year’ Award at the 14th Africa Bank 4.0 Summit

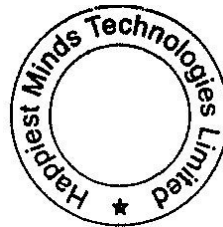
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

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

PureSoftware wins 'Best Banking-as-a-Service Platform of the Year' Award at the 14th Africa Bank 4.0 Summit

Recognized for its comprehensive digital banking platform, Arttha, revolutionizing the financial landscape in Africa

Bengaluru, Noida, Nairobi, San Jose and London, June 7, 2024: Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a 'Born Digital . Born Agile', Mindful IT Company, today announced that **PureSoftware**, a fully owned subsidiary of Happiest Minds, has been honoured with the esteemed '**Best Banking-as-a-Service Platform of the Year**' award at the prestigious 14th Africa Bank 4.0 Summit 2024 conducted by BII. The award recognizes PureSoftware's outstanding contribution to the financial industry with its cutting-edge digital banking platform, Arttha.

Arttha (from PureSoftware) is a comprehensive Banking-as-a-Service platform designed to empower enterprises to experience new revenue streams with cloud-native modules, including Digital Core Banking, Digital Payments, e-Wallet, Digital Loan lifecycle management, Agency Banking and Buy Now Pay Later (BNPL). The innovative no-code approach deployed in Arttha allows global banking customers to create more intuitive banking experiences.



Commenting on the award, **Manish Sharma**, **Chief Executive Officer, PureSoftware**, expressed gratitude and excitement: *"As financial institutions prepare to ride the next wave of disruption, our distinctive platform enables us to guide our clients through the ever-changing digital landscape. Leveraging Arttha's cloud-native capabilities, we seamlessly integrate the finest technology, ecosystems, and partnership networks to ensure our clients thrive amidst this evolution"*.

Udeet Bhagat, **Vice President, PureSoftware**, also shared his thoughts on this achievement: *"With Arttha, we've positioned ourselves as a driving force in the African banking revolution. Our mission is clear: empower more communities by expanding access to digital financial services and fostering financial inclusion across the continent. This recognition is a testament to the profound impact we're*

making on Africa's financial future with offerings spread across core banking, lending, payments, and marketplace offerings".

PureSoftware's team remains dedicated to introducing industry-leading solutions that will shape the future of digital banking and transform the way banks and financial institutions operate.

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: Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. 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 Bengaluru, India with operations in the U.S., UK, Canada, Australia, and the Middle East.

Media Contact: media@happiestminds.com

About PureSoftware

[PureSoftware](#), a fully owned subsidiary of Happiest Minds, is a global software products and digital services company driving transformation for the world's top organizations across various industry verticals, including banking, financial services, insurance, life sciences and healthcare, high tech and communications, retail and logistics, and gaming and entertainment. [Arttha](#), from PureSoftware, is a globally trusted financial technology platform. It helps businesses embrace digital solutions in consumer and MSME banking, agency/ branchless banking, digital lending, payments, BNPL and merchant management. PureSoftware is Great Place to Work® Certified in India for the third consecutive year.