

The logo for Mindtech International is centered within a light cream-colored, scalloped-edged circular frame. The word "MINDTECH" is written in a bold, magenta, sans-serif font, and the word "INTERNATIONAL" is written in a bold, dark grey, sans-serif font directly below it. The background is a light green with a fine halftone dot pattern. A solid dark green vertical bar is on the right, and a black wavy shape is on the left.

**MINDTECH**  
**INTERNATIONAL**

# CORE PURPOSE

‘To fuel success by elevating people so that they can pursue their goals, achieve excellence and be the person they always wanted to be’

# CORE VALUES

**Continuous excellence**

**Highly Committed & Responsible**

**Upgrade and Innovate to serve better.**

**Accountability and team work.**

**Customized solutions.**

**Result Oriented.**

## Continuous excellence

- Convert problems to opportunities
- First & fast mover
- Develop capabilities beyond limits
- Set benchmark against the best
- Speed up mind-to-market cycle

## Highly Committed & responsible

- Fulfill all commitments within time frame
- Focus on small victories, to be committed
- Go an extra mile to delight

## Upgrade and innovate to serve better

- Forecast future disruptive projections
- Discover hidden growth opportunity
- Developing upon IDEATION as success comes from knowing not guessing.
- Ignite fire to challenge inherited skills
- Peer to peer learning platform

## Accountability and team work

- Help everyone to perform to ace!
- Every individual objective must align with company's objective.
- Share lessons learned
- Develop team norms and guidelines together to have a strong sense of belonging to the group
- Creativity, innovation, and different viewpoints are expected and encouraged.
- Extent & offer trust to build more trust

## Customized solutions

- Loyalty beyond logic
- Crisis to process
- Dedicated Customer Success
- Continuous improvement as per feedback

## Result Oriented

- Seek reason behind the reason
- Strengthen Unique Signature Strength
- Re-skill team to support a strategic mechanism
- Remove every roadblock



# **BRAND PROMISE**



We  
Deliver,  
what we  
commit!



# **B.H.A.G.**

**“MindTech will create  
10,000 success stories  
by providing  
opportunistic  
entrepreneurial  
platform and become  
a 100 crore company  
by 2030.”**

# VIVID DESCRIPTION

We will have an aligned process with all the required documents and less mobility through incorporating the best design for users to manage workflow, create rules & regulations, execute & co-ordinate interactions between people, systems & data, define metrics & KPI, supports discussion threads, decision management & idea management.

We will create a benchmark for being a company with the best workplace culture and giving the employee quality experience by sharing trust, taking anonymous feedback & keep doing culture audit to evaluate the quality of people practices covering the entire employee life cycle irrespective of tenure, role, gender, age et-cetera.

We will be well known global company & create such market value that despite of any decline, remain the world's most valuable company.

We will provide perfect work environment, which have gotten rid of personal cubical to encourage interaction between the staff. Open & private areas will be scattered for meetings, work & mixing business with pleasure so that staff can relax & refuel during their breaks, provide every employee with a space for being creative & get away from work in unique spaces like game rooms, place to eat & swings.

MindTech incubation will allow the entrepreneurial potential of startups.

MindTech will incorporate a framework for strategic sustainable product development.

MindTech structure & process will be taught in every entrepreneurial business platform.



**THANK  
YOU!**

LET'S GROW TOGETHER.