

## Rewards & Recognitions

### Service Smilestones

Our work anniversaries are called as SMILESTONES; these are celebrated with the Happiest Mind by sharing a video testimonial from their colleagues. To make the event memorable, we also gift them customized experience boxes.

### Gratitude Story

To cultivate a culture of gratitude in Happiest Minds, we have encouraged our members to share their personal gratitude stories. One gratitude story is published every month covering members from all BU's.

### RnR Awards

Our Rewards & Recognition (RnR) Council designs Award categories that have a positive impact on our members - Quarterly Awards, Annual Awards, Chairman Awards & Monthly Insta Awards.

### HappiZest Advantage

Tie-up with Vantage Circle for rewards redemption across all geos. Intended to create an experience for all members with multiple options on perks & redemption. Awarding members with points that they can redeem for a reward of their choice by using an employee recognition platform that supports points-based recognition.

### iAppreciate

i-Appreciate is a portal where Happiest Minds can appreciate or show expressions of gratitude to colleagues. In FY22, 11,500 appreciations were sent and received.

### Culture of Gratitude

Gratitude is a ritual at your Company. Leadership or Team meetings start with an expression of gratitude. We believe that being grateful for the many things we have received increases our set point for happiness. Research has also validated this. At Happiest Minds, all

meetings commence with spending some time, expressing gratitude or silently being grateful.

### Gratitude Week

#### 1. Let's App (Let us Appreciate)

Happiest Minds showcased their experiences of grateful moments in different forms (video, photo, art, craft, drawing & painting etc.).

#### 2. Reflections of Gratitude (#amgratefulfor #gratitudeshowcase)

First ever gamified gratitude leaderboard to encourage participation & to spread the culture of appreciation & gratitude. In the history of Happiest Minds, Gratitude Week has embarked upon a milestone by achieving:

- 943 appreciations sent to 3,000+ people over 7 days
- 5,500+ iAppreciate messages sent by 880+ people

