

## HAPPIEST MINDS SUCCESSFULLY ENHANCED PRODUCTIVITY AND EFFICIENCY AT COCA-COLA BEVERAGES VIETNAM WITH AN INNOVATIVE GEN AI CONVERSATIONAL INTERFACE

Coca-Cola Beverages Vietnam operates plants in Ho Chi Minh City, Da Nang, and Hanoi, generating more than 2,200 indirect jobs through its supply chain and more than 1,400 direct jobs. The company continuously enhances and offers a variety of high-quality beverages, including low-sugar and sugar-free product lines, while diversifying designs and increasing business coverage globally. Coca-Cola's beverage brands in Vietnam include Coca-Cola, Coca-Cola Light, Coke Zero, Sprite, Fanta, Minute Maid Nutriboost, Minute Maid Teppy, Schweppes, Dasani, and Aquarius, as well as Fuzetea+ bottled tea, Georgia canned coffee, and Thumps Up Charge energy drink. Coca-Cola Beverages Vietnam is a member of the Swire Coca-Cola Limited, a wholly-owned subsidiary of Swire Pacific Limited, since the completion of acquisition in January 2023.

By partnering with Happiest Minds, Coca-Cola Beverages Vietnam successfully addressed critical business challenges with AI-driven solutions. A Generative AI-powered Retrieval-Augmented Generation (RAG) system integrated into Microsoft Teams streamlined HR policy access, enabling employees to retrieve information quickly in both English and Vietnamese. This improved productivity, enhanced onboarding, and reduced time spent searching for policy details. Additionally, an AI-driven cooler productivity solution provided actionable insights by integrating SAP customer segmentation data, empowering sales representatives and asset management teams to optimize placements and drive performance. These transformative implementations enhanced efficiency, streamlined workflows, and enabled data-driven decision-making.

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I am proud of the fact that we were able to create a tool that has the potential to make a real difference in unleashing the productivity of our employees and we are only scratching the surface with Generative AI. We had confidence to partner with Happiest Minds through this journey and the team didn't disappoint us. They were able to work in an agile manner and their technical expertise coupled with deep understanding of Coca Cola business helped us to launch this product within few weeks."

### Rahul Shinde

Vice President & CIO  
Coca-Cola Beverages Vietnam



### ABOUT HAPPIEST MINDS

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: Industrial, Manufacturing and Energy & Utilities, Healthcare & Life Sciences, Retail, CPG & Logistics, Banking, Financial Services and Insurance (BFSI), Hi-Tech and Media & Entertainment, and EdTech. 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 the Middle East.

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