

Happiest Minds rebrands to give thrust on digital business

BENGALURU: Happiest Minds Technologies, a mid-size IT company based out of Bengaluru, has rebranded itself with a new tagline as part of celebrating its fifth year.

In an interaction with *DH*, Happiest Minds Technologies Executive Chairman Ashok Soota said the company is gearing up to take up challenges as part of the next-generation digital transformation in infrastructure, security and product engineering services.

“We have adopted ‘The Mindful IT Company’ as a tagline in our logo, which will be a logical extension of our happiness brand positioning. This is indicative of Happiest Minds’ endeavour to being and doing mindful in our approach to people, customers and community,” he said.

Mindfulness is a worldwide movement and Happiest Minds is the first Indian IT company to embrace this philosophy. A mindful company is one that offers individuals, an environment to live in the moment and perform with purpose. It will help its customers build up a trustworthy partnership that understands their priorities and concerns. The community will get contributions from the company as an empathetic corporate citizen.

Happiest Minds CEO and MD Sashi Kumar said that the company has distilled the principles of mindfulness and identified tools and techniques that can ensure it is practiced on a daily basis. “We believe this is a big step forward in differentiating ourselves not just in what we



do — which is applying disruptive technologies for customer benefit — but how we do it,” he said.

Happiest Minds President and Chief People Officer Raja Shanmugam said that in order to inculcate mindfulness, 60 minutes in a week is set aside by the company for the team to engage with a customised blend of select techniques.

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