

MINT TREE CORPORATE DOSSIER

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1. MINT TREE INTRODUCTION

1.1 Company Background & Growth

Mint Tree consistently delivers **Business Process Outsourcing** and **Software Development** services & solutions through a combination of technology know how, domain and process expertise. We believe in rendering professional quality services that exceeds the global standards in terms of efficiency and accuracy. Our low labor cost due to strategic location (India) ensures cost effective services and there by enables our clients save their time and get value for their money. **Mint Tree** brings to its clients a credible and experienced global leadership team driving service delivery through the next generation global delivery model with the cost advantage (Indian advantage).

Mint Tree supports global companies around the world in the improvement of their business processes. We serve clients in various sectors like Finance, Insurance, Manufacturing, Healthcare, Communications, Media & Entertainment, Government, Transportation and logistics, Ecommerce and Consumer & Retail industries worldwide.

In today's market where quality, consistency and cost effective solutions are the key to survival, we believe in going an extra mile for our customers by assuring:

On Time delivery: We lay emphasis on timely delivery of our services and solutions to our clients keeping up to the commitments.

Cost Effectiveness: Being located in India allows us to offer our client quality services and solutions along with effective pricing (cost advantage).

Communication: We understand that communication has always been a concern with off shoring your business and hence we assure our clients absolute transparency and follow effective communication modes like emails, 24*7 online, web portals, web conferencing, regular updates etc.

Confidentiality: We understand our clients' concern towards their data protection and hence we have set strong guideline to preserve the confidentiality.

Our success lies in Complete Customer Satisfaction!

1.2 Mission Statement

Mint Tree is being promoted with a mission to serve the Indian and Global Market with a wide range of services in the field of IT and Marketing Management with a Vision to become a medium that will bring the world closer in all possible respects by creating a harmonious environment for our ever growing team and rendering world class services to our clients.

1.3 Our Management Team

Mint Tree's management team is made up of committed, talented and focused individuals who excel in their respective domains. Together their experience, expertise and dedication enable us to deliver at par performance and generate great values for our clients. We believe in delivering excellence in

terms of service.

The key individuals who constitute Mint Tree's team include:

Abhishek Purohit, Director - has extensive experience in the field of Marketing. With a Bachelor's degree in Mechanical Engineering, he is the force behind Mint Tree's formation and growth. As a founding member of the Mint Tree start-up operation, his focus was on strategic hiring of the top team and in creating the processes and systems for ensuring effective delivery of services. He is responsible for strategic programs around customer advocacy, education, training, and leadership development.

Vandita Kedia, Director - She had been serving the BPO sector, both inbound and outbound for over a period of time. Her current responsibilities include client relationship, career management, resource allocation & optimization. She holds a Bachelor's degree in Electronics and Telecommunication Engineering. She takes care of the Business Development Team which is engaged in developing business with clients across the globe.

Akshay Zadgaonkar, Technical Director - Akshay Zadgaonkar serves as Director - Software Development in ZSPL. He has expertise and experience of working with various platforms like Microsoft .NET & IBM. He holds the record of being World's Youngest Microsoft Certified Solution Developer & Sun Certified Java Programmer. Akshay worked as Software Design Engineer for a year during his stint with Microsoft as an Intern. His area of expertise is .NET Framework & C#.

1.4 Employees Strength details n some of the experiences of our most valuable employees

There are 50 employees in our company at present n all of them come with their own expertise knowledge domain. To mention a few Kanwar Uppal who joined us recently as BDM is highly qualified and has more than 8 years of experience including onsite handling various IT consulting assignments & generating revenue in crores of rupees.

1.5 Partners & Alliances

Zadgaonkar Software

2. MINT TREE KEY DIFFERENTIATORS - (General Competitvity Factors)

We believe that IT driven business innovation, the emergence of new disruptive technologies and business models, and the widespread acceptance of global delivery models are some of the transformational forces at work today.

While everyone is talking transformation these days, most actually mean upgradation - i.e. business process improvements or service re-engineering, at best. True transformation is revolutionary and is directed at core processes, resulting in deep and fundamental change. It doesn't merely cut costs or streamline the way a company works - it radically alters market position by building competitive advantage

There are some key differentiators which make our BPO Solutions experience something that you can cherish. Our core values include best infrastructure, updated technology, strong business ethics, commitment to quality and extremely competitive prices. We have exhaustive experience in off-shore, on-shore, blended-shore and near-shore business. We treat each project with equal importance, and each client as the most valuable. You can only understand the difference we can make once you experience Mint tree BPO Solutions.

Moreover we offer scalable solutions to suit your new operations, changes in policy, or changes in strategy. Instead of relying solely on one solution delivered to all clients, Mint Tree evaluates each client to determine what solutions best meet their needs. Our insistence on understanding and carefully mapping information about the client and their needs makes it easier to scale ourselves to their growth while delivering the best solution for their business model and strategy

3. SYSTEMIC SERVICES & SOLUTIONS

3.1 Software Solutions

We offer various dimensions as to cater to our client needs:

a. Development: We have expertise in a wide variety of the latest programming language tools and platforms for client-server application. In a nutshell our strong technical team can help ensure that the client-server products and services we provide meet your expectations.

We have extensive experience in Offshore Software Development. We can take your project from A to Z, including selection of optimal technologies, system planning, prototype creation, system implementation, testing and support. Our technical expertise, domain knowledge, customized processes and efficient communication enable us to cater to you specific needs.

In the past years of our operation, we have worked across many different market verticals. From accounting systems to hospitality management solutions, we have been able to convert our client's vision into an efficient solution that includes:

- Customized Programming.
- Implementing and supporting existing products.
- Developing systems customized to your existing business processes.
- Re-engineering existing systems to match current needs.
- Developing or improving business applications.
- Software localization.
- MSI Installation

b. Maintenance: Mint Tree's IT professionals take an engineering approach to software maintenance, focusing on the long-term functionality and stability of the client's overall system and attempting to avoid problems from "quick-fix" solutions. We make sure that the software receives functional updates on an as needed basis as your business needs evolve.

The tasks we focus on during the maintenance phase include:

- Evaluating the System.
- Assessing changes or Enhancement Requests.
- Analyzing the Nature of change.
- Analyzing the Impact of change.
- Executing the change.

Our key deliverable is an enhanced or maintained operation information system and we constantly keep this in focus.

c. Quality Assurance & Testing: At Mint Tree, we believe that testing is a science and requires a great deal of specialized expertise. We employ modern techniques such as test automation & converge

analysis and sophisticated methodologies in test strategy, planning, consulting, automation & execution, to produce key code stability and maturity metrics.

d. Technical Support: Mint Tree provides 24x7 technical support services. Being a software development company, Mint Tree has the best trained, experienced and industry certified engineers who work round the clock to provide technical support to our clients. Our customer care processes are customized specifically to our client needs and follow a structured process flow that provides the customer a seamless service. Mint Tree has the experience of handling technical support for a wide range of customers. Our customer care executives are trained to address the varied needs of geographically disparate communities.

e. Marketing: We deal majority into software marketing - both, Tele and Direct Marketing. We have a dedicated team of our Business Development Executives and Tele Marketers who are continuously involved in developing business and catering to new and larger market. We carry out various marketing operations for our clients in the Global Market

3.2 BPO services

We provide high quality, value-added voice and non-voice Business Process Outsourcing (BPO) services. We are experts in customizing onshore and offshore solutions. We have our centers that offer English language support to target the market in US, UK and Australia. We not only provide differentiated service offerings, but also offer value enhancement to these offerings.

We specialize in selected business processes, leading the way in Customer Relationship Management and Finance sector.

a. Outbound Services: Mint Tree's outbound BPO services:

Here are outbound contact centre services that we provide:

- Telemarketing services
- Lead generation services
- Appointment setting services
- Direct mail follow-up services

Our outbound sales call centre professionals also have expertise in the following:

- Product sales
- Customer support
- Sales lead generation
- Customer satisfaction surveys
- Sales support
- 3rd party verification

In case you have a unique outbound contact centre requirement, do share your requirement with us. We can customize our outbound call centre solutions to specifically meet your business requirements.

b. Inbound Services : Mint Tree's inbound BPO services

- Phone answering services
- Up-selling & cross-selling services
- Claims processing services
- Product information request services
- Order taking services

- Online customer support services
- Directory inquiry services
- Billing queries services
- Inbound sales
- Answering services

In addition to these services, our agents can be trained to provide any other inbound call centre service that you might require.

Why choose Mint Tree for inbound BPO services?

- Multi-channel call centers with the latest infrastructure.
- Quality & trained expertise.
- Customizable inbound solutions for small/medium/large enterprises.
- Assured customer satisfaction with fast & efficient services.
- Increase in sales & conversion rates.

c. Back Office Services:

Our Back Office Services include-

Take your pick from the wide range of data entry services that Outsource2india offers:

- Data Entry Services.
- Online Data Entry Services.
- Offline Data Entry Services.
- Data Extraction Services.
- Copy Paste Services.
- Offshore Data Entry Services.
- Company Reports Data Entry Services.
- Questionnaire Data Entry Services.
- Data Entry of Business Surveys.

4. Clients

RethinkIT, UK

AJK Management Services, FL, USA

Verified Group, FL, USA

Zadgaonkar Software, India

Waterway Enterprises, India

5. Contact Offices:

290- Sai Adhar Apts, Raj Nagar, Nagpur- 440013

306- Metro House, Mangaldas Road, Pune 411001

Ph:91- 9326876389 (India)

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