

## INDEX

From The Editor's Desk

Our Leader Speaks – Vivek Misra

Ethos @ Mynd - Vipin Sawhney

Business News

Growth Strategy: Marketing Strategy

• New Development (Mynd Share Program)

M1 Insider

Bright Minds at Mynd

Hidden Hero

Customer's Voice

Fundoo Friday

Mynd Warriors

## From The Editor's Desk

Dear Reader

We hope you are staying safe and are complying with all the necessary measures to keep yourself healthy. In the last few months COVID-19, the black swan event, has shaken the world and no one is immune to it. The past three months have been very overwhelming from personal and organizational point of view. However, with our robust business continuity plan and support of our leaders we have come a long way through and will continue to sail through this unprecedented event.

This new volume of Mynd evolve covers new development in business and organization from various aspects. The lockdown has given us many opportunities to brush up our skills and new acquire new hobbies, thus we have a section dedicated to the bright minds who have upskilled themselves. This year we also have a structured marketing strategy in place that you can find in the growth strategy section. Despite of the lockdown our Sales team has been able to acquire new accounts, thus redefining the sales process.

In the last couple of months, we have received many accolades from our clients who are applauding us for the amazing work we have done in the lockdown period.

Happy Reading



## Message from CEO's Desk

Hello Everyone

This message comes to all of you during a time when India has been under lockdown due to the Covid-19 Pandemic. As I have been writing to you throughout this period – this is an extraordinary and unprecedented time in all our lives and also in the life of Mynd.

What makes us unique and amazingly resilient even at such times – is all of you!

Mynd has been able to transition into a work from home (WFH) regime very smoothly and has ensured continued client delivery, which has not only attracted a lot of positivity from our clients but has made us extremely proud.

### Everyone has contributed in equal measure -

- IT to enable the BCP and access to data and systems,
- HR for reaching out and ensuring seamless communication,
- Finance in managing the collections and working closely with business,
- BD and Marketing to ensure that conversations with new prospects continue and our new brand image continues to get established
- And of course the entire operations teams for every COE. The COE leaders and the supporting seniors have remained focussed and diligent to ensure that irrespective of what challenges are being faced – we are able to continually move forward.
- Saurav and all the Senior Leaders have led from the front and have taken the others along closely and positively.

The above is nothing but a recipe for success !!

I am now more confident than ever, that Mynd will continue to thrive (not only survive) as we come out of this period.

At a business level, Mynd and outsourcing as a concept continue to be an attractive solution for potential clients in the post COVID era as everyone tries to further bring efficiencies to their businesses.

Technology shall play a central role going forward in providing solutions. We have witnessed how it provides flexibility and efficiency in handling our tasks for clients from anywhere-anytime. At Mynd, it shall be on the frontlines of business. Work from home (WFH) shall play an integral part in our strategic plans going forward and so will many new age techniques like digital marketing. Above all, all of us carrying a positive outlook and a growth mind-set shall ensure that Mynd continues to move upwards and onwards.

Would like to thank each one of you for participating whole-heartedly in the Mynd Solidarity Drive – an initiative taken up by all of you to ensure that in times of difficulty we can all pull together in the positive direction. Each of you has shown tremendous zeal & hard work during this trying period and Mynd is extremely appreciative and stronger because of it.

I am confident that with all your support we shall come out on top as winners. Keep up the good work, keep the spirits high and stay positive!



## Customer Service

Hi Colleagues,

Enough has been written about customer service and this has become a popular flogging dog in all sales/management schools. Simply put is enough.. really enough.

In the words of the father of the nation, Mahatma Gandhi:

A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.

How many of us truly imbibe this? Some serious introspection will throw up some unpleasant answers.

Customer service, for sure, does not mean agreeing to all customer demands. In sales "Yes" is easy but can cost a bomb to the organization.

Let us try and explain this better:

Sales often involves committing more than just the product under consideration but also adding services to the sale. Let us say you are at a car sales outlet and fully knowing the cost impact of current downturn, you are offered five free services just to make that "SALE".

The salesman commits it on paper, the sales manager approves it when you go to avail the services, you are asked to read the fine print that says "free" applies only to services and not material that may be required. Suddenly after almost a year of buying the car, you feel short-changed with no one to hand hold you to mental comfort.

Now what do you do, you grumpily pay the requisite amount with a bad taste in your mouth. The customer service that appealed very lucratively is suddenly a case of unkept promises. What do you do next; you vow never to come to this particular outlet ever again.

So not only has the unit lost a customer for life but also someone who is bitter as well.

Writing /posting anything on the social media will get you sympathy, advice on how to extract and how to get back at the sales outlet.



Mr. Vipin Sawhney, CTO

For the outlet not only is a customer is lost forever but also any hope of additional business by way of upgrades, accessories and the works.

CAN we now see that a small over commitment has caused enormous cash loss to the sales outlet? This is typically short-sightedness, a myopic view.

So what does one do, argue and then give in to customer demands? That would mean having high-pitched discussions everyday much to the chagrin of the legitimate service seekers and service providers. NO sir, this again sets of bad precedent. A good service starts with a clean sales process, explaining to the customer what he can expect against the services being promised, highlighting to him the value these free services would mean to him/his car and then thanking him for being patient and understanding. A clear spoken word without any frills or fancies can assuage the feelings even the most irate of the customers.

Having said that, what do we see around us at MYND? The zero turnaround time in enabling staff to work from home is a classic example of facing the pandemic bravely and making actions that deliver the promised services to the customer per contract. What does this do?

It creates a massive amount of goodwill, the customer experience, without any extended promises leads the customer into coming back repeatedly and builds trust. That in business is most vital ingredient to success.

Receiving appreciation letters from customers is a living testimony to delivering per promise without any frills and creating zero panic.

This is a fine example of customer service. To deliver what is promised, not finding excuses to short delivery and adding polite mannerisms.

This incidentally is the ETHOS at Mynd when it comes to customer delight. And that is the reason for having a long list of happy customers, happy engagements and happiness within.





# Bright Minds @ Mynd

The Covid-19 Pandemic has taken the world by storm and we are experiencing life like never before.

However, this lockdown has also given us all an opportunity to explore our hidden talents, learn new skill and complete the certification that we had been thinking of completing.

Here is a glimpse of the new achievements our team members have unlocked during this lockdown.

**Sonia Choudhary**  
HCL (AP Team)

As the COVID - 19 pandemic sweeps the world, many academics are of course dealing with greater concerns, such as health of family, friends or themselves and work from home for business organizations.

As well as, all of us have enough time to improvise our skills whether it is professional or personal. Talking about Professional skill, I have tried to improve my efficiency and have been successful in the feat.

About Personal skills, I have improved my cooking skills and of course I cooked many cuisines every weekend. What I thought of making since very long time but not able to cook because of not having enough time. Also, I have found my new skill that is drawing. I have drawn many sketches which is the best thing for me about this lockdown.



Gaurav Arora  
AVP Finance CoE

This ongoing situation has given opportunities to relook into nature wherein destruction done by human in last few decades. It has recouped well during lockdown and nature is looking in much better shape having clear sky without pollution, drinkable water etc.

Lockdown gave an opportunity to invest more time with family and learning new things or enhancing personal and professional skills. I also utilized this time and learnt the art of cooking and doing experiments, which some were turn out to be good and some needs improvement but gave a satisfaction of doing something new. The few dishes tried are Besan Halwa, Cake, Fried Rice, Pizza, Ice-cream etc. which are liked by family especially my kids. Our kids birthdays also came during this period of lockdown so all celebrations were enjoyed together with family and everything homemade.

This duration of lockdown also helped me to build professional skills to perform better and completed few courses on Leadership, Balancing Multiple Roles, 6 Morning Habits etc. at LinkedIn.

Every situation in life comes with both aspects and depends upon how well we manage in positive manner decides the fate of everything. Be positive and things will be fine in these challenging times as well.





Neha Thapliyal  
HRBP- M1xchange

A lot of things have happened this year,  
and you have had to bear more  
than you ever thought you would,  
but I just hope you know,  
through the difficult and the good,  
you have also been brave,  
in a beautiful and honest way,  
and no matter the progress you feel  
that you have not made,  
you are still growing here.....

I have replace fear of the unknown with Curiosity; it keeps me moving forward, exploring, experiment-  
ing and opening new doors. So, Curiosity is the fuel for discovery, inquiry and learning.

With this belief, I enrolled myself into LinkedIn learning module and could see ocean of self-learning  
components which are easy, self-explanatory and have a small assessment to check what you have  
learned, post that you get a certification from LinkedIn.

I have successfully completed courses on Communication, HR Strategies, Wellness, Enhancing leader-  
ship skills. I am looking forward for enrolling on more programs.

### Partnering with LinkedIn Learning

We have collaborated with LinkedIn on various fronts and one of them is skill development, Last  
month we started with giving out 250 LinkedIn Learning Solutions licenses to our employees. We have  
recognized top three learner of the Month.







## Business News

In the month of (Feb-March-April and May) we have successfully acquired the business worth of Rs. 4.34 Cr. Even during this black swan event, we have garnered 7 new accounts in F&A, 20 new clients in HRO and 2 new accounts in Product category for PEARL. The new clients added come from different industries such as, Power, Consumer Products, Telecom and Network, e-commerce, Fintech and Auto ancillaries etc.

We have won these businesses in Accounting, Fixed Asset, PEARL, Compliances and Payroll.

## Growth Strategy: Marketing Strategy

This Year we plan to have highly structured marketing approach for our services, solutions and tech offerings. Our Marketing team has worked on the new strategy that aligns with our objectives and target for this year. We are all set to explore new avenues of Marketing and have an integrated marketing approach. We have plans to make the most of digital medium to create an awareness about Mynd in the market and subsequently convert the awareness into leads.

With the starting of new fiscal year, we launched a three-phased marketing campaign on LinkedIn, starting with spreading awareness about Mynd in the market; the campaign will transition into a lead generation campaign in the coming times.

We have also started a New Program to help the companies transform digitally in these tough times. Mynd Share is an opportunity for the companies to use our tech products free for 90 days. This will not only push our products to the market but will also help the organization that are lagging currently due to lack of digitization in their processes.



Carve a smooth path  
to prosperity in the times  
of Covid-19

# MYND SHARE

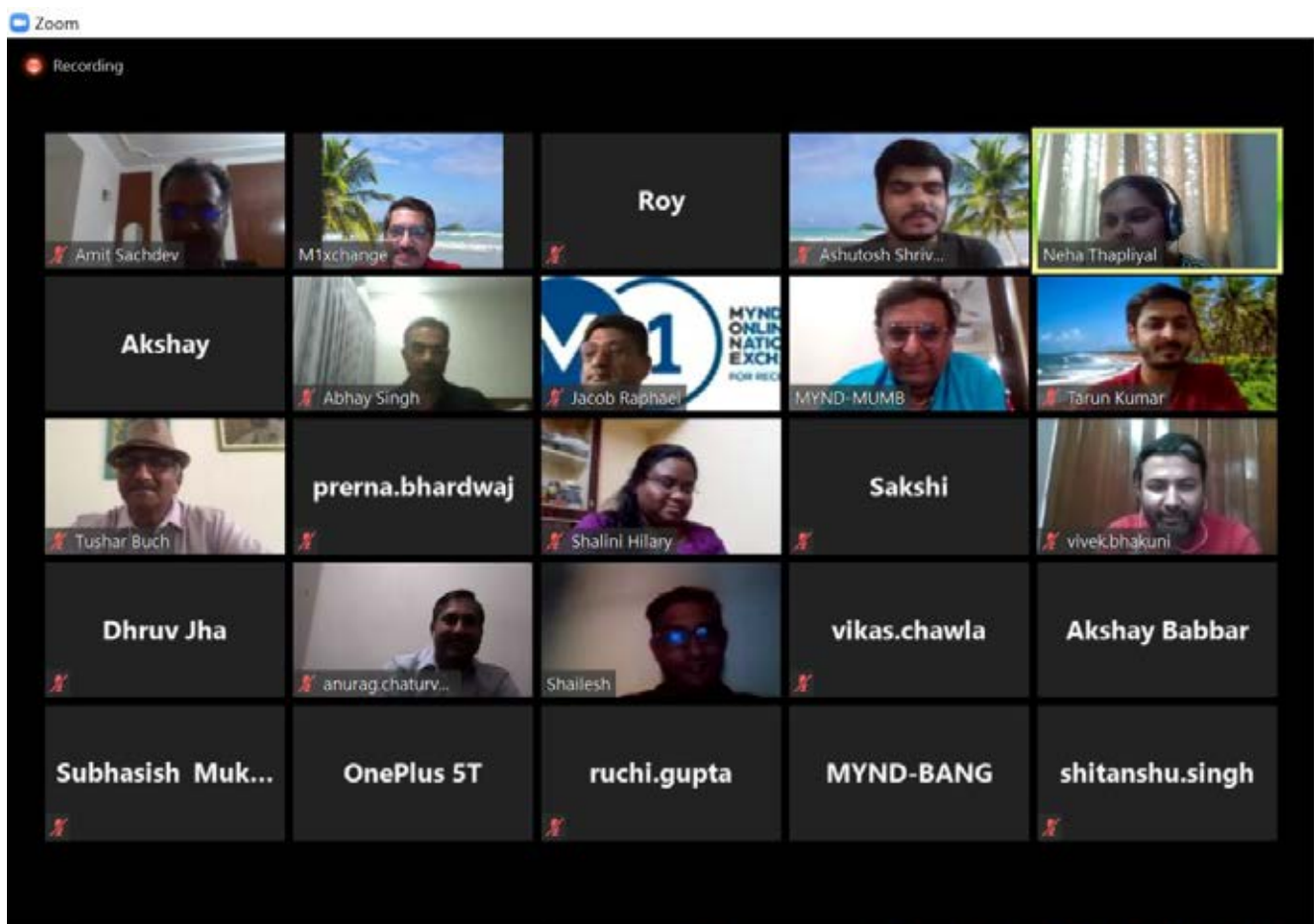
**An initiative for businesses  
to digitally transform at  
zero cost**



The Covid-19 pandemic has taken the business across industries by surprise. However, it has opened many window of opportunities for companies. **‘Mynd Share’** is one such initiative by Mynd Integrated Solutions to help you make the most of this lean period by Digitally Transforming your business processes at **Zero Cost**

Each one of us has given our trust and attention to build this institution called M1xchange which is thriving with confidence and innovation to handle any situation. We started with few but now we are many, not only in numbers but also in talents and creativity. Congratulations to M1 family for their efforts and accomplishments.

M1 completes 3 years in April'20 and it's been three years of persistent efforts and innovative practices that we feel overwhelmed to look back and celebrate. However, the country was on lockdown but it did not locked down our spirits to celebrate this wonderful journey with our colleagues over zoom call.

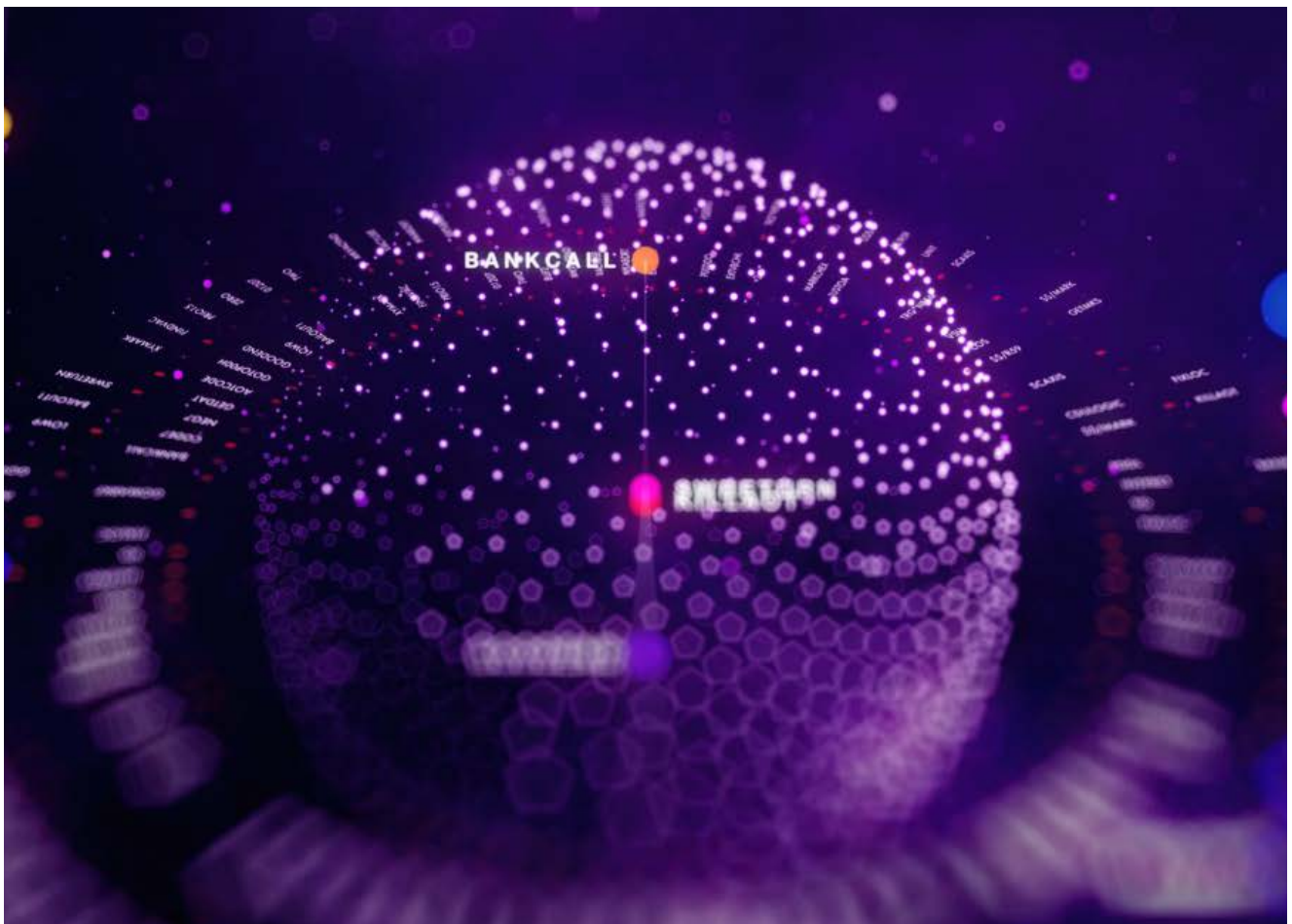


## ○ A poem by Amit Bhasin on M1xchange Anniversary

### Fintech Wave

Rushing to Office  
Review calls while negotiating traffics  
Tough reviews and few unanswered questions  
Again meeting clients and Demo and presentations  
Never ending bank queries and endless documentation  
Fighting with world for sanctioning of proposals  
Banks bidding guiding the mission  
And our team work achieving the vision  
Disbursement, celebrations and photo sessions  
Extra-large drinking, Singing and TReDS sessions  
Outside world call it TReDS we call it life@M1

It's our collective energy and hard work that has brought us to Rs.6,800 cr throughput value as on 30th April 2020 with a strong network of more than 600 corporates, 3500+MSMEs and 35 banks. We are constantly appreciated by our users for the kind of experience they get while doing transactions on the M1xchange platform.





## “Our Partner Speak”

“Interest rates received on the M1xchange platform are very low compared to our working capital, which has helped us in our business growth and profits.”

Vijay Adi Shakthi  
Vendor for Eastern Condiments

“We HFCL Limited would like to thank M1xchange for their ongoing support during this lockdown period for smooth functioning of our business transactions i.e. payment to creditors. We hope this will continue for remaining lockdown period & also in future days.

Himachal Futuristic Communications Ltd.

“On behalf of technocrafts team, we are thankful to the M1xchange team for their great support as well as immediate actions in documents uploading, coordinating with clients and banks for getting payments on time at very competitive rate of interest through M1xchange Portal. We pass our best wishes for M1xchange success.”

Technocrafts Switchgears Pvt Ltd.

## Work From Home made interesting for M1 Team

Learning is a priority at M1xchange. Those who are sitting at home are more vulnerable to emotional distress and anxiety. Therefore, it is important to engage them in a positive way. In this unprecedented time, we engaged our teams in learning and trying to alleviate their fears to ensure they stay positive.

A fun-filled team building exercise was designed to boost the confidence and participation of the employees. All the M1 employees were divided into three teams and each team was given two projects to work on. The projects were presented to the management for their review and feedback and necessary observations made by the teams via these projects have been implemented. The enthusiasm with which the teams participated in the projects was truly exceptional.



# Hidden Hero of Mynd

In simple terms, what did your life look like before your association with Mynd Integrated?

Well, I started my Mynd Journey in Sept'2016, & I have experienced an inner transformation during the course of my tenure in Mynd, which has helped me shape up as a better person & professional. During the low days, I self reflected & stood up, learning from one's own mistakes, & ensuring that one steps up the game.

Mynd has given a wonderful platform to learn & grow, create value by touching the lives of 1200 employees, learning from them, leveraging experiential learnings from the strong Leadership team, aligning my personal goals with the vision, mission of Mynd. I am thankful for this opportunity & feel privileged to be associated with Mynd group.



BHAVNA ARORA  
DGM  
Human Resource

Describe your "Ah-Ha!" moment that shaped your decision to work here?

During the interview assessment process, it was an opportunity to set the Learning & Development function at the org level, that was a turning point in the decision making, as I took it as a challenging opportunity to build the learning DNA & create a learning culture & mindset, which is a WIN WIN on both sides, for the employees and the employer.

What was your biggest apprehension before your association with Mynd?

Well, the biggest apprehension was stepping into a different Industry & culture, with a challenge of setting up the L&D function.

What have you learned from that experience?

Well, it I the 4th year with Mynd Family, & I take pride in saying that when I look back to the past years, it has been a good learning & gratifying experience, of building a learning house from the scratch & further scaling up to this opportunity of leading the HR function holistically. I am eternally thankful to the Leadership team – Sundeep, Vivek, Saurav and Neeru for their continual guidance & support during this journey.



What do you love the most about what you do?

It is a place for endless opportunities, as I started my career in Mynd L&D from scratch on a clean slate, year on year improvised, learnt & built further. It is a great platform for learning & growth, not stagnating or monotonous, every assignment comes with unique learning & challenges, the support from the Leadership team is exemplary. The Leadership has a strong vision for Mynd group.

Do you have a metaphor for what it's like to work here?

Delivering happiness & creating value!

Can you imagine a world without this company?

Today, I take pride to be associated with Mynd group & would continue to create value & progress in my career & life, hence, I feel Mynd is an integral part of my life now, it is a working family and a second home to me.

If you could destroy one myth about this company what would it be?

One common Myth – In a start-up or a mid-size organization, there are limited opportunities to progress & excel. However, on the contrary I have experienced a place with abundant opportunities to learn & grow.

What's your Success mantra?

Work hard, Party harder! – There is no substitute for hard work & all efforts result in an inner transformational journey as an individual & help you grow & think beyond.

What advice would you like to give to Mynd employees?

The workforce at Mynd is a strong, committed set of employees, Keep performing your optimal best keeping Mynd Values at the centre of everything that we do, ensuring that we represent Mynd Values at all times







## Customer Voice



We have successfully completed the audit for FY 19-20 under your able guidance and support from our extended arms at Mynd Solutions. No doubt during such conditions of COVID-19 pandemic you have managed the show and provided timely information for completion of activities assigned through your untiring efforts and sleepless nights.

- Tata Power Trading Company



Very impressed how the PM/CEF team is on the top of collections coming in. You guys know when a payment is being made and in touch with the customer/finance till the end. It is impressive, keep it up.

-Hughes Networks



Our entire team want to thank Mynd for ensuring a seamless processing of payroll in the month of March 2020 when all of us were in locked down condition.

It showed the BCP Plan worked with all of us working remotely. The other good thing we did this year was automating the Investment Declaration. This really helped us during the time we were working remotely.

Thanks once again.

-GAP Clothing





# Fundoo Friday

Even if we are working remotely, the fun activities at office should not be missed. We started few fun quiz every Friday with some easy and not so easy pictorial games where you all were asked to answer the name of super heroes and movie names.

Here is the result of both the quizzes.

**FUNDO FRIDAY**

**THE GAMING CHAMPIONS**

Thank you all for participating and making it a "Fun Friday"

**THE FIRST 5 WINNERS ARE :**

- Abhishek Solanki | MS10558 | Accounting COE
- Saurabh Mishra | MS9585 | Accounting COE
- Jaspreet Kaur | MS8970 | AR COE
- Kapil Malhotra | SMKD011 | Audit and Taxation
- Vipin Khatri | MS9503 | Finance COE

We will be back with another exciting quiz next Friday.  
See you Soon !

**FUNDO FRIDAY**

**THE GAMING CHAMPIONS**

Thank you all for participating and making it a "Fun Friday"

**THE FIRST 5 WINNERS ARE :**

- Divite Sudhakar | MS9623 | AR COE
- Saurabh Maheshwari | MS9944 | AR COE
- Abhishek Solanki | MS10558 | Accounting COE
- Renu Dahiya | MS9449 | AR COE
- Sangeeta Nagpal | MS9913 | Resource COE

We will be back with another exciting quiz.  
See you Soon !



# Mynd Warriors

In the current times where Covid-19 scare is everywhere, we are working out of our comfort zone. However, working remotely has not let our spirits down and accolades from our customer are the testimonial of the amazing job we all are doing.

Mynd Warriors is a termed coined to recognize our amazing team members and their hard work to keep our processes up and running. We are recognizing new Mynd Warriors ever week, and here are the ones so far.

## From AAPT

Gunjan, Sunishtha, Swati, Dinesh, Roshan for Lenskart

Kamaljit, Kailash and Rakesh from AAPT Team for Indus Canon Honda and D&B

## From AR CoE

Piyush Shukla for HCL and OLA

Basudev Loknath

## From International Payroll

Merci, kob khun krab and Xie Xie

## From M1xchange

Whole North Team

## The Whole Quality and Audit Team

## From ATC and SSC CoE

Raman Sharma, Nikhil Agarwal, Amit Tiwari for ATC

Nikhil Arora, Deepak Thawal, Bajinder Kumar and Amit Kumar for SSC

Rahul Bari for managing payments and GST recovery

## From Finance CoE

Amita Singh, Varun Singhal, Ruchi Negi, Vaishali Awasthi and Rishabh George

## From Compliance CoE

Divya & Devanand for new client Technocian

Anoop Lumar for PayTm

B. Kishore for visiting Vadanta mines in these crucial times