

Transforming the Banking Industry with ESG Services

Happiest Minds

Report Abstract

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9 pages

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Who is this Vendor Assessment for?

NelsonHall's 'Transforming the Banking Industry with ESG Services' profile on Happiest Minds is a comprehensive assessment of Happiest Minds' offerings and capabilities for the BFS sector, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of ESG services and identifying vendor suitability for ESG services in banking RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Happiest Minds Findings & Highlights

Happiest Minds focuses its activities on digital services, which account for 95% of its revenues. BFSI accounts for 11% of its overall revenues. Its focus areas for BFS are offerings supporting:

- Data management
- Lending and leasing
- Customer onboarding
- Cybersecurity services

The first two, data management and lending and leasing, are the focus areas of its ESG services to BFS clients.

Happiest Minds began its ESG activities by working on internal ESG compliance activities. It delivers its ESG services in BFS to banks of all sizes across all major markets. Its own ESG goals include:

- Environmental: achieving carbon neutrality by 2030. It aims to establish sustainable water and power usage techniques
- Social: establishing volunteering programs covering 20%+ of staff. It aims to launch Happiest Minds Foundation by mid-2023, and to deliver Akshaya Patra meals by 2028
- Governance: establishing disclosure levels in India's top 10% of comparable listed companies. It aims to establish best practices on data governance, privacy, and integrity.

Scope of the Report

The report provides a comprehensive and objective analysis of Happiest Minds' BFS-focused ESG service offerings and capabilities and market and financial strength, including:

- Identification of the company's strategy, eHappiest Minds, and new developments

- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and Happiest Minds service components
- Analysis of the company's delivery organization including the location of delivery locations.

ESG Services in BFS Vendor Assessments also available for:

Avaloq

Capgemini

Genpact

Happiest Minds

Infosys

Kyndryl

LTI Mindtree

Happiest Minds

Sopra Steria

TCS

Tech Mahindra

Virtusa

Wipro.

About The Author

Andy is the Banking Sourcing Research Director at NelsonHall, where he has global responsibility for Retail and Commercial Banking and Capital Markets.

Andy assists both buy-side and vendor organizations in assessing opportunities and supplier capability across Banking services, including in the areas of Core Banking, Payments, Mortgages & Loans, and Securities Processing. In these domains, Andy covers professional services, hosting, and BPS.

Andy assists both buy-side and vendor organizations in financial services to assess opportunities and success factors in the application of technology and BPS. This increasingly encompasses all things digital.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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