

# **ACCELERATING ENTERPRISE AGENCY**

**Governed Front2Back™**  
FINANCIAL ANALYST MEET 2026

## **AI – The Catalyst for Strategic Deals**

---

Ptn by: EVP and Head, Strategic Engagements Teams

**May 27, 2026**

# Two Must-Haves for Large Deal Success

The starting point ...

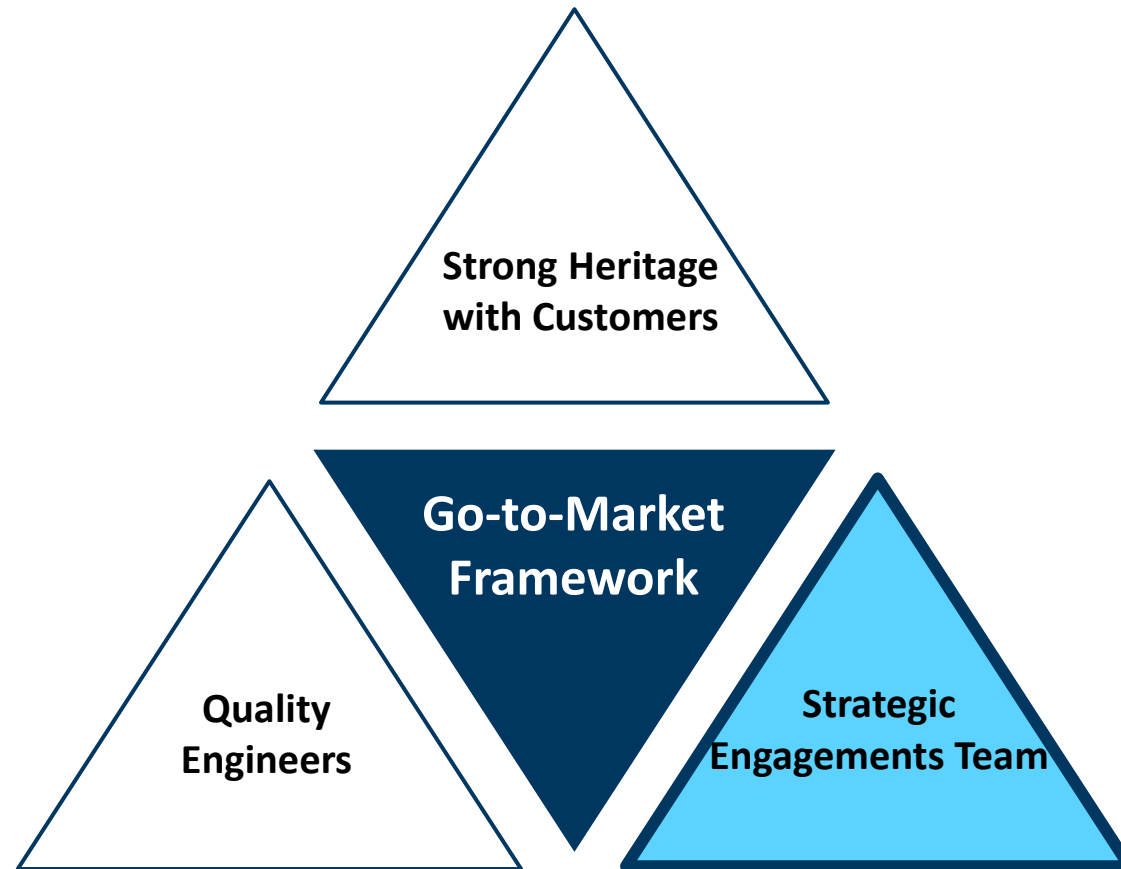
## Client Relationships

- C-level relationships across majority of clients
- Preferred partner for strategic initiatives
- Known as the team for “Modernization and Transformation” work / high-end strategic engagements

## Quality of Engineers

- Unparalleled team of engineers – “the absolute best teams to be flanked by in a customer meeting”
- Known as “problem solvers”
- Reputation for quality delivery – “creates an unfair advantage when selling”

# SET – Completing the Puzzle



- Pursuit Leads
- Enterprise Solution Architects
- Competitive Solutions Team
- Contracting Team
- Bid Managers

## *When joining the Mphasis team ...*

*"18 months ago, prior to joining Mphasis, Nitin described this point in time — when AI would create mass disruption across industries. We were positioning ourselves to drive the disruption and take our unfair share of the market."*

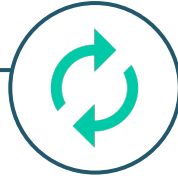
# Building SET

## Strategic Engagements Team




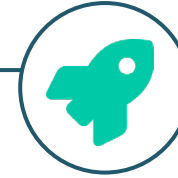
### Shape & Pursue Strategic Opportunities

- Pursuit leads with 15+ years of experience
- Focus on Origination & Shaping



### Ensure Solution & Pricing Competitiveness

- Market competitive solution
- 
- Market competitive pricing



### Expedite Contracting to Close

- Leverage contracting during the pursuit as a sales tool – “Paper-While-Pursuing”
- Plugs the gap between sales and legal to shorten close cycles

# SET Impact on Business

## Pipeline has grown 4x in 18 months

*Increased number of fixed price contracts*

- Modernization and transformation projects convert to multi-year deals
- Seat at the table for larger, strategic transformation programs

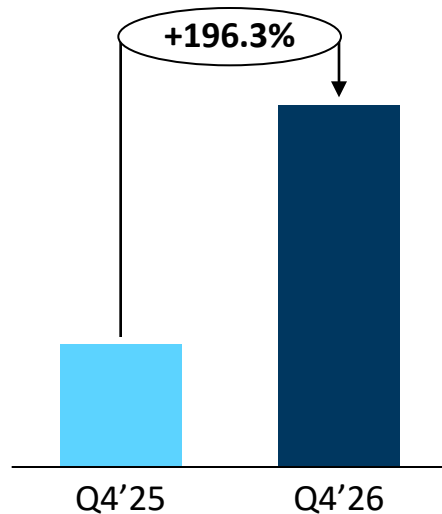


## FY'26 TCV closures of \$2.1B

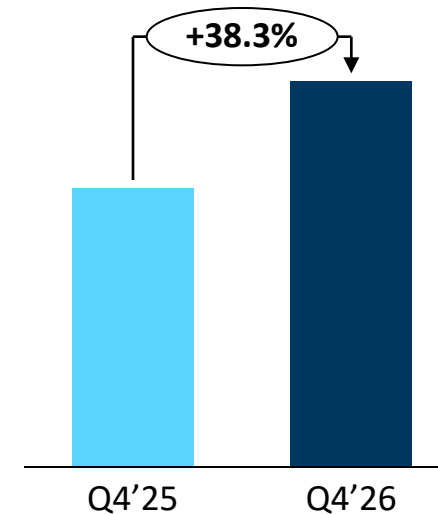
*Average large deal size has increased from \$54 Mn to \$75 Mn from FY25 to FY26*

- \$100 Mn+ TCV deals at an all-time high
- Project work converting into multi-year run engagements

**TOFU Growth YoY**



**Pipeline Growth YoY**



## Strong Demand

Business strategy to stay relevant, Increased productivity to drive growth, Prepare environments for AI

*Pipeline continues to grow at a robust pace*

**Top 5 US Healthcare Payer ...**  
*"As we consider modernizing our applications and infrastructure environments, how will AI impact our future target state?"*

## Change in Buying Patterns

Focus on Outcomes

*Significant cost savings is table stakes*

**Top 3 US Airline ...** *"Spend with hyperscaler 25% higher than anticipated. Client wants to save \$20 Mn per year on same consumption of capacity."*

## Relative Consumption Models

Predictable Unit Costs

*As volumes scale, costs remain relatively the same*

**Business Process as a Service (BPaaS) models expanding across industries ...**  
*Full-stack services (applications, infrastructure, operations)*

# Commercializing the Opportunity



## Benchmarks



## Value-based pricing



## Pricing at scale

- Benchmarks are being established by client expectations while data saturation is being achieved
- Pricing now captures a percentage of the value to the client - savings, growth, cost avoidances, etc
- Solution, powered by **Mphasis Tria™**, includes different pricing elements compared to traditional managed services
  - Platform fee, setup/implementation, and managed services

## Why we win

- Long-standing C-level relationships
- Reputation of highly-skilled engineers and quality delivery
- Domain expertise across regulated industries
- Experienced go-to-market team with proven success shaping and closing large deals
- Years of proprietary AI platform investment culminating in **Mphasis Tria™** Platform

# Thank You!

For more information, please contact:

[investor.relations@mphasis.com](mailto:investor.relations@mphasis.com)

**AI** WITHOUT  
**INTELLIGENCE**  
**IS ARTIFICIAL**™

At Mphasis, engineering has been in our DNA since inception.

Mphasis is an AI-led, platform-driven company with human-in-the-loop intelligence, helping global enterprises modernize, infuse AI, and scale with agility. The [Mphasis.ai](#) unit and Mphasis AI-powered ‘Tribes’ are focused on client outcomes and embed artificial intelligence and autonomy into every layer of the enterprise technology and process stack. Mphasis built [NeoIP™](#), a breakthrough AI platform that orchestrates a powerful pack of AI solutions and platforms to deliver impactful outcomes across the enterprise IT value chain, as we believe ‘*AI Without Intelligence Is Artificial™*’. Mphasis NeoIP™ is powered by the Mphasis Ontosphere™, a dynamic and ever-evolving knowledge base, delivering continuous and constant innovation through perpetual intelligent engineering—driving end-to-end enterprise transformation.

At the heart of our approach is customer-centricity—reflected in our proprietary [Front2Back™](#) transformation framework, which uses the exponential power of cloud and cognitive to deliver hyper-personalized digital experiences ( $C=X2C^2_{TM}=1$ ) and build strong relationships with marquee clients. Our Service Transformation solutions enable enterprises to pivot from legacy systems and operations to secure, adaptive, cloud-first operating models with minimal disruption. Continuous investments in platforms, such as the Neo series, enable enterprises to stay efficient, relevant, and ahead in a dynamic AI-first world. Mphasis is a Hi-Tech, Hi-Touch, Hi-Trust company, rooted in a learning and growth culture. Click [here](#) to know more. (BSE: 526299; NSE: MPHASIS)

### Important Confidentiality Notice

This document is the property of, and is proprietary to Mphasis, and identified as “Confidential”. Those parties to whom it is distributed shall exercise the same degree of custody and care afforded their own such information. It is not to be disclosed, in whole or in part to any third parties, without the express written authorization of Mphasis. It is not to be duplicated or used, in whole or in part, for any purpose other than the evaluation of, and response to, Mphasis’ proposal or bid, or the performance and execution of a contract awarded to Mphasis. This document will be returned to Mphasis upon request.