

Coverage Report

Mphasis unveils enterprise agency platform Mphasis Tria

May 29, 2026

Online

The Times of India

[Mphasis invests Rs 260 cr in building AI platforms](#)

Mphasis CEO Nitin Rakesh said FY27 would be a foundational year for the initiative, with the company expecting a gradual shift in its revenue mix over time

Blackstone-backed Mphasis said it invested about Rs 260 crore in building enterprise AI platforms during FY26 while maintaining its EBIT margins, as the company seeks to reposition itself for an AI-driven shift.

The company on Wednesday unveiled Tria, an outcome-based enterprise AI platform aimed at bridging the gap between solution design and delivery, and helping enterprises deploy AI for business transformation.

Mphasis CEO Nitin Rakesh said FY27 would be a foundational year for the initiative, with the company expecting a gradual shift in its revenue mix over time.

“The approach combines recurring platform revenue, implementation work, and large managed services engagements enhanced by AI and automation,” Rakesh said at a press conference in Mumbai.

He argued that AI is fundamentally changing the economics of traditional IT services. “I do not view AI as a disruption anymore; I see it as a reset,” he said. “Historically, our business model was based on effort and headcount, where revenue growth had a near-linear relationship with workforce expansion. AI changes that model, but it also creates entirely new investment pools and opportunities.”

As part of its outcome-led strategy, Mphasis plans to use its Forward Deployed Engineering & Solutions (FDES) group to deliver proof-of-value initiatives through Tria under a unified operating structure.

The company also expects to gradually move away from bespoke, effort-based engagements toward a platform-led model combining subscriptions and services.

Rakesh said pricing would not be structured around labour costs versus agent costs. “Instead, it is tied to value and outcomes. There could be a base fee along with outcome-linked payments.”

He said the future opportunity for services firms lies increasingly in technology orchestration rather than labour arbitrage. While annual recurring revenue (ARR) streams are expected to grow over time, he said their contribution currently remains in the low-to-mid single digits.

Rakesh also acknowledged the structural pressures facing the IT services industry as AI adoption accelerates. Large language models are increasingly automating software development work that services firms traditionally billed by engineering hours, putting pressure on the economics of headcount-linked delivery models.

However, he argued that even AI model companies increasingly recognise the need for engineering and integration layers. “AI is a hammer looking for a nail,” he said.

Responding to questions on how its board is evaluating returns on AI investments, Rakesh said the company viewed inaction as a bigger risk. “Standing still is not an option, particularly in the technology business,” he said. “The cost of writing software has fallen sharply, but enterprises still operate in complex environments, and that complexity cannot become the industry’s defensive moat.”

The Hindu

[Mphasis unveils enterprise agency platform Mphasis Tria](#)

The platform connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency AppliedTM, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale

Mphasis has announced the launch of Mphasis Tria, an enterprise agency platform that enables enterprises to move beyond AI experimentation and into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions.

The platform connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency AppliedTM, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale.

Alongside Mphasis Tria, the company also unveiled Mphasis Modernize and Mphasis Optimize, the two product lines through which the platform will be introduced in the market and deployed across enterprise transformation engagements.

“Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s,” said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis.

Srikumar Ramanathan, Chief Solutions Officer, Mphasis, said, “most enterprises do not lack data, dashboards, models, or AI experiments. What they lack is the ability to turn that intelligence into coordinated, accountable action that drives measurable business outcomes. Mphasis Tria is positioned at that intersection of technology, transformation, and economic outcomes, enabling enterprises to operationalize AI at scale.”

A key milestone in completing the Mphasis Tria stack was the acquisition of Theory and Practice, and its decisioning intelligence platform, Continuum AI, enabling Mphasis Tria to function as a fully integrated “sense-decide-act” enterprise system, the company said.

Business Standard

[Mphasis bets big on AI with launch of outcome-based Tria platform](#)

Blackstone-backed information technology (IT) services player Mphasis on Wednesday announced the launch of Mphasis Tria, its latest platform-based offering aimed at strengthening its artificial intelligence (AI) capabilities. Calling it a first-of-its-kind platform, the company said the offering will operate entirely on an outcome-based pricing model.

The firm is taking a big bet with this launch, said Chief Executive Officer (CEO) and Managing Director (MD) Nitin Rakesh. “It is an outcome driven stack... it will change the shape of our revenue over the period of time. We are calling FY27 as the foundational year, as we start rolling out these offerings. We will also have to reorganise ourselves to some extent. We believe that we will start looking at an ARR (annual recurring revenue) revenue line from FY28 onwards,” he said.

The platform is not an overnight offering but has been in works for some time, he added. “Almost 1.5 per cent of our revenues, over the last two-years, have been invested to build this platform,” the top executive said.

Mphasis Tria enables enterprises to move beyond AI experimentation and into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions, the company said. The platform, connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency Applied, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale.

While Mphasis Tria has a few lighthouse clients, which include Fortune 50 and 10 firms, some of the features under the platform have been offered individually to clients as well.

“A lot of what we have built over the last few years, including the new IP, is being used by clients. Just based on the last 12 to 18 months, we sold 68 per cent more deals in FY26 compared to FY25. The average deal size went from \$52 million to \$74 million in the same period,” Rakesh said.

Tria has been built as a three-layer platform stack, spanning enterprise knowledge mapping, decision intelligence and agentic execution, the firm said. The platform combines Mphasis’ Ontosphere and NeoIP assets with Continuum AI, the decision intelligence platform acquired through its acquisition of Theory and Practice.

The company also said that powered by Mphasis Tris, it also unveiled two market facing products lines — Mphasis Modernize and Mphasis Optimize.

Business Standard

[Mphasis launches Mphasis Tria, a governed enterprise agency platform](#)

Mphasis announced the launch of Mphasis Tria, an Enterprise Agency Platform that enables enterprises to move beyond AI experimentation and into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions. The platform, connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency Applied, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale.

Alongside Mphasis Tria, the company also unveiled Mphasis Modernize and Mphasis Optimize, the two product lines through which the platform will be introduced to the market and deployed across enterprise transformation engagements.

Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s, said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis.

Moneycontrol

[Mphasis bets on outcome-based deals; invests 1.5% of revenue into enterprise AI 'agency' platform](#)

The company launched Mphasis Tria, an enterprise agency platform that will be central to its AI strategy over the next two to three years, said CEO and MD Nitin Rakesh.

Mid-tier IT services firm Mphasis on May 27 launched Mphasis Tria, an enterprise agency platform that will help customers to move from artificial intelligence (AI) experimentation to outcome-based decision making use cases of agentic AI, said CEO and MD Nitin Rakesh.

The company has invested nearly 1.5 percent of its revenue in the past two years to build the platform that will be central to its AI strategy over the next two to three years.

According to Rakesh, Mphasis is creating a new category of “enterprise agency,” adding that he has no interest in agentic AI.

The company also introduced two new product lines — Mphasis Modernize and Mphasis Optimize — through which the platform will be deployed across enterprise transformation projects.

What is enterprise agency?

Speaking to the media during the launch of the platform, Rakesh described enterprise agency as a mechanism to train and build AI agents that could autonomously make decisions without human intervention or possibility of hallucinations that is found in current enterprise-grade AI products.

“To drive agency, the AI needs to have the ability to make a decision autonomously, which is seeing gap at present...Agentic AI is a tool stack, enterprise agency is more about what can I do better through AI,” he said.

He added that while every company has access to LLMs, have invested in innovation labs and have an AI strategy, “they don’t have is the ability to drive ‘agency’ at an enterprise level.”

Rakesh described agentic AI as a “hammer looking for a nail.”

Mphasis business roadmap

Going forward, this will largely drive the IT firm’s revenue mix as it shifts towards outcome-based offerings compared to the present human input based execution.

“This will change the shape of our revenue over time. We are calling at FY27 as a foundation of year as we roll out the setup. We should be able to share metrics from FY28. We will also have to reorganise ourselves to some extent because we will be elevating the product and platform work and have forward deployed engineering and solutions of that sitting between the product and the marketing,” said Rakesh.

He added, “We are not just playing the game of pure IT services, or we are not trying to become a software company. We are still very much committed to driving outcomes for complex business problems. The way we delivered them is evolving.”

At present the contribution from outcome-based deals remain small in the overall revenue mix, but Rakesh expects this to grow eventually.

As of FY26, the company has sold 68% more deals than FY25. The average large deals sizes grew from \$52 million to \$74 million, on the basis of the AI stack it has built and the new IPs launched.

Livemint

[Mphasis board sets AI-era goals: have ample cash, be future-proof](#)

The Mphasis board has urged the management to future-proof the business and protect market share to counter the disruption being caused by AI. CEO Nitin Rakesh remains optimistic about growth despite headwinds and the shifting competitive landscape.

Mphasis Ltd.'s board of directors has two clear messages for its management in the AI era—ensure the company is future-ready and has enough money to invest back into the business, and don't lose wallet share.

In a conversation with Mint at the Four Seasons Hotel in Mumbai, chief executive Nitin Rakesh spoke about how the company's board is guiding management at a time when AI tools are rapidly reshaping the \$315 billion IT sector.

"Instead of AI usage or AI metrics, the board has been very focused on are we investing enough in the business to make sure that we stay at the forefront of staying relevant to our client base," Rakesh said. Much of this concern also prompted the Bengaluru-based company to announce its own agentic AI platform, Tria, at an investment of about \$27 million.

Mphasis said it would begin disclosing revenue from the platform from FY28 onward. This makes Mphasis the first mid-sized IT services firm to openly discuss changing board oversight structures in response to AI-led automation. Last month, LTM Ltd. (formerly LTIMindtree) said in its annual report that its board monitors compliance with AI-related regulations across different geographies.

AI disruption

For now, Rakesh said, the board's key role is centred on risk management. "Number one risk of the business today is risk of disruption if AI eats into what we deliver. So, of course, they've been very focused on the approach we are taking, and how are we investing in making sure that we future-proof the business," said Rakesh.

AI tools are increasingly threatening the traditional outsourcing model as automation reduces the need for human-led billing. These tools are also shrinking average deal sizes and enabling non-IT firms to insource more of their technology needs. Rakesh said the board is also closely watching growth quality, reinvestment ability and deal wins. "Now they're (the board) a little bit more focused on saying, well, if you're using AI, are you actually using AI to drive the right outcome for us, or only for the customer, right? Otherwise, it is a race to the bottom right, there's no dearth of competitors undercutting us," he added.

New competition

His comments come about two weeks after Anthropic entered into a partnership with private equity firms Blackstone, Hellman & Friedman and Goldman Sachs to offer AI services. "Putting Claude to work in an

organization's core operations takes hands-on engineering and deep familiarity with how each business runs. System integrators in the Claude Partner Network lead that work for the world's largest enterprises today, and we are continuing to invest deeply in those partnerships as Claude reaches more customers. This new firm extends that delivery capacity further," Anthropic said in a 4 May statement.

However, Rakesh said he does not see the Anthropic-led venture as a threat. "As for the Anthropic-Blackstone, Goldman, Hillman, and Friedman venture, there is no competition there either, because in the end, what are they trying to do? They're trying to say, I can do proof of value. Who does the real work?" said Rakesh, adding that Anthropic has clarified it is not trying to compete with its system integration partners.

Growth challenges

Despite mounting macroeconomic concerns weighing on IT stocks, including Mphasis — whose shares have fallen 20% since the start of the year — the company remains optimistic on growth. "Despite ongoing macro uncertainty, we expect to deliver high single-digit to low double-digit growth, supported by disciplined execution and increasing demand for AI-led transformation in FY27," Rakesh said during the company's post-earnings analyst call on 30 April.

This optimism comes shortly after the company granted Rakesh a third term as CEO last month — a move that could make him Indian IT's longest-serving chief executive — even as concerns persist around growth from top accounts such as FedEx. "So the scary part isn't the fact that I'm renewing it (tenure as CEO). The scary part is that we are trying to do something in an environment that seems to have ridden the industry in a different model," said Rakesh, referring to concerns around longevity, differentiation and the competitive moat of IT outsourcers in an AI-driven world.

Position battle

The company reported \$1.8 billion in revenue, up 7% year-on-year. Much of this growth came from banking clients, which contribute more than half of Mphasis' revenue. However, the company lost its position as India's seventh-largest IT services company to Coforge last year.

Coforge reported \$1.87 billion in revenue for the year, up 29% from the previous fiscal. Rakesh said he was not bothered by the shift in rankings. Earlier this month, Blackstone — Mphasis' largest shareholder — also pledged its entire 30.55% stake in the company and raised about \$700 million to refinance a loan used to fund the private equity firm's acquisition of the Indian-listed IT company. Blackstone had acquired a 60.4% stake in Mphasis from Hewlett Packard Enterprise in September 2016 and has gradually reduced its holding through stake sales in 2018, 2024 and 2025. It currently owns about 31% of the company.

The Hindu BusinessLine

[Mphasis launches autonomous enterprise agency platform, returns expected by FY28](#)

The company invested 1.5 per cent of its FY26 revenue (\$27 million), betting on FY27 as the foundational layer and expecting returns FY28 onwards.

Mphasis today launched an enterprise agency platform Mphasis Tria that coordinates autonomous AI decision-making and measurable business outcomes across operations, technology, and commercial functions. The company invested 1.5 per cent of its FY26 revenue (\$27 million), betting on FY27 as the foundational layer and expecting returns FY28 onwards.

The platform will be introduced to the market through two new product lines Mphasis Modernize and Mphasis Optimize and then deployed across enterprise transformation engagements. It focuses on three layers: the foundational layer powering the structured knowledge graph and contextual intelligence engine, decision intelligence layer that is accelerated by Mphasis' acquisition of Continuum AI, and the agentic execution and orchestration layer that enables intelligent automation and coordinated enterprise actions at scale.

Enterprise transformation

"Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s," said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis.

When asked about the impact of such outcome-linked launches on deal renewals, Rakesh said he expected such outcome-based deals to become a fairly regular way of doing business over the next two or three years.

"We sold 68 per cent more deals in FY26 compared to FY25. I think the average large deal size went from 52 million to 74 million in the same period. Now I have the agency to go back to the customer to say I will drive this economic outcome, but let me not just give you the platform that does brand planning, let me offer brand planning as a service to you," he said.

Regarding jobs, Rakesh estimated jobs of enterprise architects, data scientists, engineers to morph, stating that the deployment will depend on the size of the problem being solved. He further said the new offering will change the shape of revenue adding, "With reusability of the platform, we will start looking at an attach rate and an ARR revenue line."

The Hindu BusinessLine

[Sensex today | Stock Market Highlights](#)

Mphasis Launches Mphasis Tria™, stock trades down

Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise AgencyPlatform; Governed Front2Back™, Accelerates Mphasis Evolution into a Platform-Led AI Enterprise

Shares traded at Rs 2,233.50 on the NSE, down 1.4%

Financial Express

[Mphasis launches enterprise AI platform Tria, bets on outcome-led deals](#)

Mphasis launches enterprise AI platform Tria, bets on outcome-led deals Company says 1.5% of FY26 revenue invested in building platform; eyes shift beyond traditional effort-based IT services.

IT services company Mphasis on Tuesday launched Mphasis Tria, an enterprise AI platform aimed at helping companies move from AI experimentation to large-scale business decision-making and execution, as the company positions itself for a shift towards outcome-based commercial models.

Alongside the platform, the company also introduced two product lines — Mphasis Modernize and Mphasis Optimize — through which it plans to deploy the offering across enterprise transformation projects.

The launch comes as IT services firms grapple with how generative AI and agentic AI could reshape traditional labour-linked outsourcing models. Mphasis executives said the company had already invested nearly 1.5% of FY26 revenue in building the platform and related capabilities.

“Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency,” Nitin Rakesh, chief executive officer and managing director, Mphasis, said.

The company said Tria has been built as a three-layer platform stack spanning enterprise knowledge mapping, decision intelligence and agentic execution. The platform combines Mphasis’ Ontosphere and NeoIP assets with Continuum AI, the decision intelligence platform acquired through its acquisition of Theory and Practice.

Executives said the company was not positioning itself as a software vendor, but as a services-led transformation partner using reusable AI platforms to drive measurable business outcomes.

“Most enterprises do not lack data, dashboards, models, or AI experiments. What they lack is the ability to turn that intelligence into coordinated, accountable action that drives measurable business outcomes,” Srikumar Ramanathan, chief solutions officer, Mphasis, said.

The company indicated that the platform could gradually alter the shape of its revenue mix over the next few years, with a greater share of implementation-led, managed outcome and gain-sharing engagements.

Executives said the company was already piloting the platform with existing Fortune 50 clients across areas such as payment operations, demand forecasting, pricing optimisation and business process modernisation.

Mphasis also said the platform could help improve margin profiles in certain managed services and operations engagements by combining AI agents, workflow orchestration and human oversight.

CNBC TV18

[Mphasis unveils 'Tria' enterprise AI platform, launches new product lines](#)

Mphasis has launched Tria, an enterprise AI platform designed to help businesses move from experimentation to execution, alongside new product lines aimed at modernisation, automation and operational optimisation.

Mphasis on May 27 launched “Mphasis Tria”, an enterprise agency platform aimed at helping businesses scale AI-led decision-making and operational execution across technology, commercial and business functions.

The company said the platform is designed to move enterprises beyond AI experimentation into “governed, accountable and outcome-oriented actions” through a combination of enterprise knowledge systems, reasoning engines and agentic execution capabilities.

Alongside the launch of Tria, Mphasis also introduced two new market-facing product lines — “Mphasis Modernize” and “Mphasis Optimize” — which will be deployed across enterprise transformation projects.

According to the company, the platform is built on a three-layer architecture comprising “Insight”, “Foresight” and “Execute”. The Insight layer structures enterprise data and processes into a contextual intelligence system, while the Foresight layer enables reasoning, simulation and optimisation through AI-driven decision intelligence. The Execute layer focuses on workflow orchestration and enterprise automation.

Chief Executive Officer and Managing Director Nitin Rakesh said enterprises increasingly require systems that can convert intelligence into “coordinated, accountable actions” rather than relying solely on standalone AI models or automation tools.

The launch also reflects Mphasis’ broader strategy of shifting towards scalable, platform-led offerings with recurring revenue potential, moving beyond traditional bespoke services engagements.

As of 2:35 PM, shares of Mphasis were trading 1.34% lower on the NSE.

NDTV Profit

[Mphasis To Ride AI Wave With New Platform 'Tria', Unveils Two New Product Lines](#)

Alongside Tria, Mphasis also introduced two product lines — "Mphasis Modernize" and "Mphasis Optimize" — through which the platform will be deployed in enterprise transformation projects.

Mphasis Ltd. has launched an enterprise AI platform called "Mphasis Tria", aimed at helping companies deploy agentic AI systems across operations, technology and business functions.

The IT services company said the platform is designed to move enterprises beyond pilot AI projects by enabling coordinated decision-making, workflow automation and AI-driven execution across large-scale operations.

"Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s," said the company's Chief Executive Officer Nitin Rakesh.

Alongside Tria, Mphasis also introduced two product lines — "Mphasis Modernize" and "Mphasis Optimize" — through which the platform will be deployed in enterprise transformation projects.

The platform is built on Mphasis' existing proprietary tools, including its NeolP suite, and operates through a three-layer architecture:

The "Insight" layer structures enterprise data, processes and operational context into a centralized knowledge framework using Mphasis Ontosphere and NeolP.

The "Foresight" layer uses AI reasoning and simulation capabilities through Continuum AI to generate insights, optimization models and decision intelligence.

The "Execute" layer focuses on workflow orchestration, automation and governance using agentic AI systems.

Addressing the launch at a press briefing, Rakesh remarked that the biggest gaps Enterprises have today is "agency gaps", adding that "Agentic Ai is a hammer looking for a nail."

Mphasis share price

The company's stock ended 1.28% lower at Rs 2,236.20 apiece on the NSE. This compared to a 0.03% decline in the benchmark Nifty index on Wednesday.

Analytics India Magazine

[Mphasis Launches AI Enterprise Platform Tria, Rolls Out Modernisation, Optimisation Offerings](#)

Mphasis has launched “Mphasis Tria”, an enterprise AI platform designed to help enterprises move beyond AI pilots and automate decision-making across operations, technology, and commercial functions.

The Bengaluru-headquartered company also unveiled two market-facing product lines—Mphasis Modernise and Mphasis Optimise—that will use the Tria platform for enterprise transformation engagements.

The launch marks Mphasis’ latest push to strengthen its platform-led AI strategy at a time when large technology services firms are increasingly looking to build proprietary AI platforms and agentic AI systems to drive higher-margin, recurring revenue streams.

Mphasis said Tria combines enterprise data, reasoning systems and agentic execution capabilities into a unified stack aimed at enabling “governed enterprise agency”, a model where AI systems can support coordinated and accountable business actions rather than functioning as standalone copilots or automation tools.

“Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s,” said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis, in a statement.

The platform has been built using the company’s existing intellectual property assets, including its NeoIP suite and Ontosphere knowledge platform.

According to the company, Tria is structured across three layers. The “Insight” layer serves as the foundational layer, powering the structured knowledge graph and contextual intelligence engine that creates enterprise-wide visibility and understanding.

The “Foresight” layer, powered by Continuum AI, transforms data and context into actionable insights through advanced cognitive and reasoning capabilities. It enables causal reasoning, optimization, simulation, and enterprise decision intelligence. The third “Execute” layer is the agentic execution and orchestration layer that enables intelligent automation and coordinated enterprise actions at scale.

Mphasis said the acquisition of Theory and Practice and its Continuum AI platform helped complete the Tria stack by adding decision intelligence capabilities between enterprise context and execution systems.

“Most enterprises do not lack data, dashboards, models, or AI experiments. What they lack is the ability to turn that intelligence into coordinated, accountable action that drives measurable business outcomes,” said Srikumar Ramanathan, Chief Solutions Officer, Mphasis.

The announcement comes as IT services companies globally race to reposition themselves around generative AI and agentic AI capabilities amid growing enterprise demand for automation-led productivity gains and decision intelligence systems.

Express Computer

[Mphasis launches Mphasis Tria, accelerates its evolution into a platform-led AI enterprise](#)

Mphasis announced the launch of Mphasis Tria, an Enterprise Agency Platform that enables enterprises to move beyond AI experimentation and into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions. The platform connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency Applied, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale.

Alongside Mphasis Tria, the company also unveiled Mphasis Modernize and Mphasis Optimize, the two product lines through which the platform will be introduced to the market and deployed across enterprise transformation engagements.

Built on years of focussed investments in building proprietary assets, including the NeoIP suite, Mphasis Tria's three layer stack is designed to enable intelligent, enterprise-wide transformation:

- Layer 1: Insight, serves as the foundational layer, powering the structured knowledge graph and contextual intelligence engine that creates enterprise-wide visibility and understanding. Powered by Mphasis Ontosphere and NeoIP, Insight layer creates the enterprise memory layer by structuring enterprise data, processes, constraints, relationships, and operational context
- Layer 2: Foresight, anchored by Continuum AI, transforms data and context into actionable insights through advanced cognitive and reasoning capabilities. It enables causal reasoning, optimisation, simulation, and enterprise decision intelligence
- Layer 3: Execute, is the agentic execution and orchestration layer that enables intelligent automation and coordinated enterprise actions at scale. Powered by NeoIP, it orchestrates workflows, automation, governance, and enterprise execution through agentic systems.

“Through Mphasis Tria, Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable action/s,” said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis.

Mphasis Modernize and Mphasis Optimize establish a scalable, repeatable, and platform-based commercial model, beyond bespoke services engagements and into structured transformation offerings with measurable outcomes and recurring revenue potential.

Mphasis Modernize drives transformation in how enterprises operate, modernising not just technology stacks, but also the processes and business operations that power them. Mphasis Optimize focuses on continuous performance improvement across commercial and operational decisions that create enterprise value. While Mphasis Modernize reshapes the structure, Mphasis Optimize fine-tunes the engine, leveraging the Mphasis Tria platform to convert data into faster, smarter decisions across the variables that most directly influence profitability and growth.

“Most enterprises do not lack data, dashboards, models, or AI experiments.

What they lack is the ability to turn that intelligence into coordinated, accountable action that drives measurable business outcomes. Mphasis Tria is positioned at the intersection of technology, transformation, and economic outcomes, enabling enterprises to operationalise AI at scale,” said Srikumar Ramanathan, Chief Solutions Officer, Mphasis.

A key milestone in completing the Mphasis Tria stack was the acquisition of Theory and Practice, and its decisioning intelligence platform, Continuum AI, enabling Mphasis Tria to function as a fully integrated “sense-decide-act” enterprise system. Within the stack, Continuum AI provides the foresight and optimisation capabilities that sits between enterprise context and agentic execution, enabling governed reasoning, simulation, and enterprise-scale decision intelligence.

MSN

[Mphasis To Ride AI Wave With New Platform 'Tria', Unveils Two New Product Lines](#)

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CXO Today

[Mphasis Launches Tria: A First-of-its-Kind Enterprise Agency Platform for AI Evolution](#)

Mphasis today announced the launch of Mphasis Tria, an Enterprise Agency Platform that enables enterprises to move beyond AI experimentation and into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions. The platform, connects enterprise knowledge, causal reasoning, and agentic execution to deliver Agency Applied™, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale

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Layer 3: Execute, is the agentic execution and orchestration layer that enables intelligent automation and coordinated enterprise actions at scale. Powered by NeoIP, it orchestrates workflows, automation, governance, and enterprise execution through agentic systems.

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Mphasis Modernize and Mphasis Optimize establishes a scalable, repeatable, and platform-based commercial model, beyond bespoke services engagements and into structured transformation offerings with measurable outcomes and recurring revenue potential.

Mphasis Modernize drives transformation in how enterprises operate, modernizing not just technology stacks, but also the processes and business operations that power them. Mphasis Optimize focuses on continuous performance improvement across commercial and operational decisions that create enterprise value. While Mphasis Modernize reshapes the structure, Mphasis Optimize fine-tunes the engine, leveraging the Mphasis Tria platform to convert data into faster, smarter decisions across the variables that most directly influence profitability and growth.

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Associated Press

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WGN Chicago

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WAVY-TV NBC-10, Portsmouth VA

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WPIX-TV CW-11, New York

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KXAN-TV NBC-36, Austin TX

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WDAF FOX-4, Kansas City

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AI Magazine

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Technology Magazine

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NewsWire.ca

[Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise](#)

~ Mphasis Tria™ unifies enterprise insight, foresight, and execution into a governed Enterprise Agency Platform, delivering outcome-led enterprise transformation

~ Powered by Mphasis Tria, Mphasis unveiled two market-facing product lines- MphasisModernize™ and MphasisOptimize™

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Alongside Mphasis Tria, the company also unveiled Mphasis Modernize and Mphasis Optimize, the two product lines through which the platform will be introduced to the market and deployed across enterprise transformation engagements.

Built on years of focussed investments in building proprietary assets, including the NeoIP™ suite, Mphasis Tria's three layer stack is designed to enable intelligent, enterprise-wide transformation:

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Victoria News

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Abbotsford News

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Kelowna Capital News

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Print

The Times of India

Mphasis invests ₹250cr in building AI platforms

Shilpa Phadnis
@timesofindia.com

Mumbai: Blackstone-backed Mphasis said it invested about Rs 250 crore in building enterprise AI platforms during FY26 while maintaining its EBIT margins, as the company seeks to reposition itself for an AI-driven shift.

The company on Wednesday unveiled Tria, an outcome-based enterprise AI platform aimed at bridging the gap between solution design and delivery, and helping enterprises deploy AI for business transformation. Mphasis CEO Nitin Rakesh said FY27 would be a foundational year for the initiative, with the company expecting a gradual shift in its revenue mix over time.

"The approach combines recurring platform revenue, implementation work, and large managed services engagements enhanced by AI and automation," Rakesh said at a press conference in Mumbai. He argued that AI is fundamentally changing the economics of traditional IT services. "I do not view AI

“Standing still is not an option, particularly in the technology business...The cost of writing software has fallen sharply, but enterprises still operate in complex environments, and that complexity cannot become the industry's defensive moat



Nitin Rakesh
CEO, MPHASIS

as a disruption anymore; I see it as a reset," he said. "Historically, our business model was based on effort and headcount, where revenue growth had a near-linear relationship with workforce expansion. AI changes that model, but it also creates entirely new investment pools and opportunities."

As part of its outcome-led strategy, Mphasis plans to use its Forward Deployed Engineering & Solutions (FDES) group to deliver proof-of-value initiatives through Tria under a unified operating structure. The company also expects to gradually move away from bespoke, effort-based engagements toward a platform-led model combining subscrip-

tions and services. Rakesh said pricing would not be structured around labour costs versus agent costs. "Instead, it is tied to value and outcomes. There could be a base fee along with outcome-linked payments." He said the future opportunity for services firms lies increasingly in technology orchestration rather than labour arbitrage. While annual recurring revenue (ARR) streams are expected to grow over time, he said their contribution currently remains in the low-to-mid single digits.

Rakesh also acknowledged the structural pressures facing the IT services industry as AI adoption accelerates. Large language models are increasingly automating software development work that services firms traditionally billed by engineering hours, putting pressure on the economics of headcount-linked delivery models. However, he argued that even AI model companies increasingly recognise the need for engineering and integration layers. "AI is a hammer looking for a nail," he said.

The Economic Times

Mphasis Unveils Proprietary AI Platform Tria

Software services firm Mphasis has launched a proprietary enterprise AI platform Tria with a unique outcome-based subscription model. It said the platform is neither a pure software product nor a conventional IT services offering, but rather an outcome-based enterprise agency platform. —**Our Bureau**

The Hindu BusinessLine

Mphasis launches autonomous enterprise platform Tria

Our Bureau
Mumbai

Mphasis on Wednesday launched an enterprise agency platform Mphasis Tria that coordinates autonomous AI decision-making and measurable business outcomes across operations, technology and commercial functions.

RETURNS HOPE

The company invested 1.5 per cent of its FY26 revenue (\$27 million), betting on FY27 as the foundational layer and expecting returns



Nitin Rakesh, CEO and MD, Mphasis

FY28 onwards. The platform will be introduced to the market through two new product lines Mphasis Mod-

ernize and Mphasis Optimize and then deployed across enterprise transformation engagements.

THREE LAYERS

The platform focuses on three layers — the foundational layer powering the structured knowledge graph and contextual intelligence engine, decision intelligence layer that is accelerated by Mphasis' acquisition of Continuum AI, and the agentic execution and orchestration layer that enables intelligent automation and coordinated enterprise actions at scale.

“Through Mphasis Tria,

Mphasis is introducing a new category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency, reflecting the belief that enterprises do not simply need more AI models or automation, but the ability to convert intelligence into coordinated, accountable actions,” said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis.

SWELLING DEAL SIZE

“We sold 68 per cent more deals in FY26 compared to

FY25. I think the average large deal size went from 52 million to 74 million in the same period. Now I have the agency to go back to the customer to say I will drive this economic outcome, but let me not just give you the platform that does brand planning, let me offer brand planning as a service to you,” he said.

IMPACT ON JOBS

Rakesh estimated jobs of enterprise architects, data scientists, engineers to morph, stating that the deployment will depend on the size of the problem being solved.

Mphasis bets big on AI with Tria platform launch

Invested 1.5% of revenue over the last 2 yrs to build it

SHIVANI SHINDE
Mumbai, 27 May

Blackstone-backed information technology (IT) services player Mphasis on Wednesday announced the launch of Mphasis Tria, its latest platform-based offering aimed at strengthening its artificial intelligence (AI) capabilities. Calling it a first-of-its-kind platform, the company said the offering will operate entirely on an outcome-based pricing model.

The firm is taking a big bet with this launch, said Chief Executive Officer (CEO) and Managing Director (MD) Nitin Rakesh. "It is an outcome driven stack... it will change the shape of our revenue over a period of time. We are calling FY27 as the foundational year, as we start rolling out these offerings. We will also have to re-organise ourselves to some extent. We believe that we will start looking at an ARR (annual recurring revenue) revenue line from FY28 onwards," he said.

The platform is not an overnight offering but has been in works for some time, he added. "Almost 1.5 per cent of our rev-



“TRIA IS AN OUTCOME DRIVEN STACK... IT WILL CHANGE THE SHAPE OF OUR REVENUE OVER A PERIOD OF TIME”

Nitin Rakesh, CEO & MD, Mphasis

enues, over the last two years, have been invested to build this platform," the top executive said.

Mphasis Tria enables enterprises to move beyond AI experimentation into coordinated decision-making and measurable business outcomes across operations, technology, and commercial functions, the company said. It connects enterprise knowledge, causal reasoning, and agentic execution

to deliver Agency Applied, transforming enterprise intelligence into governed, accountable, and outcome-oriented actions at scale.

While Tria has a few light-house clients, which include Fortune 50 and 10 firms, some of the features under the platform have been offered individually to clients as well.

"A lot of what we have built over the last few years, including the new IP, is being used by clients... we sold 68 per cent more deals in FY26 compared to FY25. The average deal size went from \$52 million to \$74 million in the same period," Rakesh said.

Tria was built as a three-layer platform stack, spanning enterprise knowledge mapping, decision intelligence and agentic execution, the firm said. It combines Mphasis' Ontosphere and NeoIP assets with Continuum AI, the decision intelligence platform part of the acquisition of Theory and Practice.

Mphasis added that powered by Tria, it also unveiled two market facing products lines — Mphasis Modernize and Mphasis Optimize.

The Financial Express

Mphasis launches AI platform Tria

URVI MALVANIA
Mumbai, May 27

IT SERVICES COMPANY Mphasis on Wednesday launched Mphasis Tria, an enterprise AI platform aimed at helping companies move from AI experimentation to large-scale business decision-making and execution, as the company positions itself for a shift towards outcome-based commercial models.

Alongside the platform, the company also introduced two product lines — Mphasis Modernize and Mphasis Optimize — through which it plans to deploy the offering across enterprise transformation projects.

The launch comes as IT services firms grapple with how generative AI and agentic AI could reshape traditional labour-linked outsourcing models. Mphasis executives said the company had already invested nearly 1.5% of FY26 revenue in building the platform and related capabilities.

“Through Mphasis Tria, Mphasis is introducing a new



category of enterprise transformation, one that moves beyond autonomous AI systems into governed Enterprise Agency,” Nitin Rakesh, chief executive officer and managing director, Mphasis, said.

The company said Tria has been built as a three-layer platform stack spanning enterprise knowledge mapping, decision intelligence and agentic execution. The platform combines Mphasis’ Ontosphere and NeoIP assets with Continuum AI, the decision intelligence platform acquired through its acquisition of Theory and Practice.

Electronic

NDTV Profit

[Mphasis Launches Tria | CEO Nitin Rakesh On Enterprise AI, Agentic AI & The Future Of IT Services](#)



ENTERPRISE AI FORAY BOOST FOR MPHASIS

MPHASIS
AI Platform Launch

Platform combines knowledge, reasoning & agentic execution

Mphasis
2268.90 ▲ 36.00 1.61%

Nitin Rakesh
CEO & MD
MPHASIS

NDTV Profit
FOR YOUR PROFIT

1:51 / 6:13

NDTV Profit

[NDTV Profit Exclusive 29 May 2026 06min 13sec Mr. Nitin Rakesh - CEO & MD, Mphasis - Unveils ENT Agency Platform 09.45am](#)

INDIA MARKET OPEN

MPHISIS LAUNCHES AI PLATFORM 'TRIA'

NEWSMAKERS



Nitin Rakesh
CEO & MD
MPHISIS

Supriya Lifescience

Strong performance in therapeutics

Supriya Life

936.05


128.80 ▲ 15.96%

NIFTY 50

23892.95

▼ -14.20

MARKET SLIPS



WEEKDAYS

12:30 PM

KotMahBk ¹ 1.5m 385.10 ▼ -3.60

L&T ² 2824.3k 4071.20 ▲ 23.70

NDTV Profit

NIFTY 50

SPOT

FUT

PREM 77.90

OI: 232.61 k

▲ 2.28%

[NDTV Profit Scroll 29 May 2026 01min 50sec MS On Mphasis - Strong AI Demand Lifted TTM TCV To \\$2 Bn 07.20am](#)

TOWNHALL
With VIJAY KEDIA

TIME TO STAY CAUTIOUS OR AGGRESSIVE?



'BOTTOM-UP APPROACH STILL REMAINS'

Mphasis 2232.90	HSBC VIEW	Strong AI Demand Lifted TTM TCV To \$2 Bn	NDTV Profit ndtvprofit.com
ik 1682.30 ▼ -43.30		MaxHealth ¹⁰ 2.6m 993.45 ▼ -0.50	Mphasis ¹⁰ 2417.8k 22

INDIA MARKET OPEN **COMING UP** **Q4 KEY GROWTH DRIVERS**

LAST FEW DAYS...

Mphasis

- Governs Enterprise Agency platform
- Unifies enterprise knowledge, agentic execution

6 OPENING CUES

AI Optimism Trade On, Dell Surges 40%

REPORTS ON U.S.-IRAN DEAL **MIDDLE EAST WAR UPDATES**

US-Iran Reach Pact On 60-day MoU To Extend Truce

FIND THE HIDDEN GEMS

JSWSteel ¹ 2.0m **1309.30** ▲ 15.70 | **KotMahBk** ¹ 9.3m **388.70** ▲ 0.05

NDTV Profit

NDTV Profit

[NDTV Profit India Market Open 29 May 2026 01min 35sec Mphasis Launches Tria 08.29am](#)

INDIA MARKET OPEN		01:00:07:09 <small>HH MM SS MS</small>			Q4 IN SPOTLIGHT Sanjay Kumar Jain, IRCTC
MORGAN STANLEY ON MPHASIS Maintains Overweight Target: ₹2,730					NEWSMAKERS
<ul style="list-style-type: none"> • Early stages, but proof points already visible 					Varroc Engineering
STOCKS TO WATCH			P&G Hygiene 10115.00 ▲ 2.45%		EBITDA below estimates
Q4 EBITDA ▲ 4.1% At ₹218 Cr Vs ₹210 Cr YoY					Varroc Eng
HeroiReal¹⁰ 3261.4k 1692.60 ▼ -1.10			OIL¹⁰ 1.2m 488.00 ▼ -4.10		587.30
NIFTY NEXT 50 71957.20 +1.43%			NIFTY SMLCAP 100 18294.30 +0.15%		12.60 ▲ 2.19%
					PERSONAL FINANCE SIMPLIFIED
					NDTV Profit 8:29 AM Fri, 29 May

ET NOW

[Mphasis CEO Nitin Rakesh Outlines Massive AI Growth Roadmap At Mumbai Analyst Meet | Business News](#)



ET NOW EXCLUSIVE **TRIA PLATFORM GAINS EARLY CLIENT ADOPTION**

MPHISIS CEO

Hiring Outlook

Mphasis	▲	■ No Specific Hiring Guidance For FY27
2292.00		
59.10		
2.65%		

AUGMONT
RECYCLE GOLD
From 100 to 1000x

ET NOW

[Mphasis Launches Tria | CEO Nitin Rakesh On Enterprise AI, Agentic AI & The Future Of IT Services](#)



The screenshot shows a news segment with a dark blue background. At the top left, the stock symbol **MPH** is displayed. Below it, the main headline reads **AI PLATFORM LAUNCH**. Underneath the headline, a sub-headline asks "What It Means For Mphasis". The main text of the segment states "CEO says enterprises need accountable AI-led action". To the right of the text is a video frame showing a man in a dark suit and light blue shirt, identified as CEO Nitin Rakesh. Below the text, a stock price summary for Mphasis is shown: **2270.30** with a green upward arrow, a change of **37.40**, and a percentage change of **1.67%**. The NDTV Profit logo is visible in the bottom right corner of the screenshot.

ET NOW

[ET Now Market Cafe 29 May 2026 01min 42sec Mphasis Analyst Meet 07.52am](#)

STOCKS
IN NEWS

MPHISIS BETS ON AI-LED TRANSFORMATION

MPHISIS ANALYST MEET

SCAN THE QR CODE TO
SEND YOUR QUERIES



CO-POWERED BY
CoinDCX

Key Takeaways

Mphasis
2232.90
32.40
1.43% ▼

- Margins Could Have Been 200 Bps Higher Without Investments

MOSL

NEUTRAL

TARGET
₹5,840

Alkem Labs

5451.50
▲ 1.33%

NIFTY 500

22967.40
▲ 70.20

53.00 ▲ 174.00

SunPh¹ P/E 35 1844.30 ▲ 3.50

TataCap¹⁸

ET NOW

Friday, 29 May
LIVE

P/E 49 2420.40 ▼ 3.20

Marico¹ P/E 59 833.80 ▲ 3.80

MaxFi

ET NOW

LIVE

ET NOW

[ET Now Scroll 27 May 2026 60sec Mphasis Launches Mphasis Tria™, An Enterprise Agency Platform 14.35pm](#)

CLOSING CUES

OIL & GAS, FIN SVCS, I.T. UNDER PRESSURE

NIFTY IND DEFENCE

9235.50
▼ 8.85
0.10%

09:15 AM 11:55 AM 02:35 PM

AUGMONT

RECYCLE GOLD

THE INTERVIEW

with *Suparna Paul*

FRIDAY, 3:30 PM & 7 PM
 SATURDAY
 11:30 AM & 9 PM
 SUNDAY, 11 AM

Mphasis	MPHASIS	
2234.20	Launches Mphasis Tria Enterprise Agency Platform	
▼ 1.37%		

10 BEL ¹ P/E 51 417.20 ▼ 2.90	Bharti ⁵ P/E 31 1848.30 ▲ 1.40	
20 ▼ 2.00	Radico ² P/E 77 3466.10 ▼ 112.30	REC ¹⁰ P/E 5 338

Hang Seng

25328.23

▼ 271.22
1.06%

ET NOW

02 35 PM

LIVE

@ETNOWlive

CNBC-TV18

[CNBC TV18 Scroll 27 May 2026 01min 16sec Mphasis Launches Mphasis Tria™, An Enterprise Agency Platform 14.34pm](#)

ALUMINIUM STOCKS SURGE
ALUMINIUM HITS 4-YEAR HIGH
 Fears Of Output Cut In China
 ◦ China's daily output rose to a record 1,29,000 t last month
 HINDALCO 1143.00 ▲ 3.51% 439,820

MACRO CONCERNS
 Liquidity Issue Shouldn't Cause Credit Issue
 Nippon India MF To CNBC-TV18

Mphasis
 2234.10 1.38% ▼
Mphasis Launches Mphasis Tria™, An Enterprise Agency Platform

CO-POWERED BY **SBI**

Wed, 27 May
NIFTY 50
 23875.30
 ▼ 38.40

motilal oswal

EURO Vs \$ 1.1642 ▲ 0.0014
 \$ ▼
 RIL 10 66.9k 758.35 ▼ 2.65
 RInfra 1

CNBC TV18 WORLDWIDE NOW

NDTV Profit

[NDTV Profit Scroll 27 May 2026 01min 54sec Mphasis Launches Mphasis Tria™, An Enterprise Agency Platform 14.35pm](#)



NDTV Profit

[NDTV Profit Scroll 27 May 2026 06min 24sec Mphasis - Nitin Rakesh - CEO & MD Says 14.46pm](#)

INDIA MARKET CLOSE

ALUMINIUM 4-YR HIGH ON MID-EAST TENSIONS

MORGAN STANLEY ON HINDALCO
Overweight | Target At ₹1,325

High global aluminium prices supporting earnings

Hindalco
1145.70 ▲ 41.90 3.80%

NITIN RAKESH SAYS | Mphasis 2234.70 ▼ -1.35%

AI Will Reduce Efforts To Drive Development Projs

SENSEX GAINERS

- Eternal** 257.30 ▲ 2.84%
- Power Grid** 300.55 ▲ 2.70%
- InterGlobe Aviation** 4580.00 ▲ 2.17%

INDIA MARKET CLOSE

8.70 | AvenueSuper¹⁰ 1489.0k 4090.40 ▼ -13.20 | BajajHldg¹⁰ 194.5k

NIFTY 50 23869.90 -0.18% | **Sensex** 75770.72 -0.31%

NDTV Profit
ndtvprofit.com

NDTV Profit

[NDTV Profit Trending Stocks 29 May 2026 01min 30sec Mphasis On Big AI Platform - G Chokalingam 12.53pm](#)

FIRST ON

MPHISIS ON BIG AI PLATFORM LAUNCH

NIFTY IT

29521.95 ▲ 615.25 2.13%



Open 28906.70 12:52 PM



SBI MUTUAL FUND

ON THE DISRUPTORS
AT 6PM



Hunger Inc. Duo On The Disruptors

Nifty Midcap 150

22786.90

▼ -98.00

MARKET AT DAY'S LOW



MARKETS
at 12

oFin¹⁸ 6.0m 241.00 ▼ -1.89

JSWSteel¹ 6053.8k 1295.40 ▼ -13.90

K

NIFTY 50 FUT

SPOT 23850.70

FUT 23949.00

PREM 98.30

OI: 247.18 k ▲ 8.68%

NDTV Profit

12:53 PM 29 May

NDTV Profit

[NDTV Profit Ask Profit 29 May 2026 01min 37sec Mphasis Launches Tria - The A.I Trade Boost 11.06am](#)

ASK Profit

WHATSAAPP US ON 8169443399

<p>MPHASIS</p> <p>2290.80 ▲ 57.90 2.59%</p> <p>THIS YEAR ▼ -17.93%</p>	<p>#24 VIEWER QUERY</p> <p>📞 A Mohan Warangal</p> <p>Good opportunity to invest in MPHASIS for medium term?</p> <p>Mphasis 2290.80 ▲ 57.90 2.59%</p>	<p>NEWSMAKERS</p> <p>Gujarat Pipavav Port</p> <p>EBIDTA up 43% YoY</p> <p>Guj Pipavav</p> <p>164.00</p> <p>4.89 ▲ 3.07%</p>
<p style="background-color: #e91e63; color: white; padding: 2px;">RBI FY26 ANNUAL REPORT</p> <p>Total Expenditure At ₹1.41 Lk Cr Vs ₹69,714 Cr YoY</p>		
<p>05 BhartiAirtel ⁵ 20.0m 1832.80 ▼ -19.40</p>		<p>CIL ¹⁰ 48.2m 463.00 ▼ -0.0</p>

NDTV Profit

ndtvprofit.com

THE A.I. TRADE BOOST

(BUSINESS LUNCH)

MPHASIS
Mgmt On Analyst Day

- Transitioning from a services-led model to platform + outcome-based model from FY27

#Source: JPMorgan

MPHASIS
2272.60 ▲ 1.84% 11,556

AMISH SHAH

Base Case: 10%
Upside In
Rupee Terms

CNBC-TV18 EXCLUSIVE

4% Off Lows

Siemens
3878.30 0.01% ▼

Nifty 50: 23814.95 ▼ 92.20

Fri, 29 May

NIFTY 50
23814.95
▼ 92.20

0.67 | Nykaa¹ 4.7m 261.70 ▼ 1.45 | Oberoi¹⁰ 231.3k

APLAp² 609.9k 1844.00 ▼ 23.70 | Aptech¹⁰ 311.4k 104

CNBC TV18

THE A.I. TRADE BOOST

CO-POWERED BY **SBI**

MPHASIS
Mgmt On Analyst Day

- Will start reporting new metrics from FY28 such as ARR, platform attach rate and net retention rate

#Source: JPMorgan

MPHASIS
2272.60 ▲ 1.84% 11,556

PRECIOUS METALS

GOLD MCX
156775
- 150

SILVER MCX
267388
- 2149

Off Lows

Pine Labs
148.55 ▲ 1.87%

Fri, 29 May

Sensex Jun
76160.00

Prem 485.84

2805.20 ▼ 42.10

PLNG¹⁰ 1.3m 275.40 ▼ 3.40

BEML

▼ 12.65

BecFood¹⁰ 489.3k 175.96 ▼ 4.80

CNBC TV18

Online		
Date	Publication/Portal	Headline
May 28, 2026	The Times of India	Mphasis invests Rs 260 cr in building AI platforms
May 28, 2026	The Hindu	Mphasis unveils enterprise agency platform Mphasis Tria
May 27, 2026	Business Standard	Mphasis bets big on AI with launch of outcome-based Tria platform
May 27, 2026	Business Standard	Mphasis launches Mphasis Tria, a governed enterprise agency platform
May 27, 2026	Moneycontrol	Mphasis bets on outcome-based deals; invests 1.5% of revenue into enterprise AI 'agency' platform
May 28, 2026	Livemint	Mphasis board sets AI-era goals: have ample cash, be future-proof
May 27, 2026	The Hindu BusinessLine	Mphasis launches autonomous enterprise agency platform, returns expected by FY28
May 27, 2026	The Hindu BusinessLine	Sensex today Stock Market Highlights
May 27, 2026	Financial Express	Mphasis launches enterprise AI platform Tria, bets on outcome-led deals
May 27, 2026	CNBC TV18	Mphasis unveils 'Tria' enterprise AI platform, launches new product lines
May 27, 2026	NDTV Profit	Mphasis To Ride AI Wave With New Platform 'Tria', Unveils Two New Product Lines
May 27, 2026	Analytics India Magazine	Mphasis Launches AI Enterprise Platform Tria, Rolls Out Modernisation, Optimisation Offerings
May 27, 2026	Express Computer	Mphasis launches Mphasis Tria, accelerates its evolution into a platform-led AI enterprise
May 27, 2026	MSN	Mphasis To Ride AI Wave With New Platform 'Tria', Unveils Two New Product Lines
May 27, 2026	CXO Today	Mphasis Launches Tria: A First-of-its-Kind Enterprise Agency Platform for AI Evolution
May 27, 2026	Associated Press	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Morningstar	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	KTLA5	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Benzinga	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Fox8	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™, Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise

May 27, 2026	WGN Chicago	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	WAVY-TV NBC-10, Portsmouth VA	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	KDVR, Denver	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	WPIX-TV CW-11, New York	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	KXAN-TV NBC-36, Austin TX	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	WDAF FOX-4, Kansas City	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	Financial Times	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	AI Magazine	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	Technology Magazine	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	Data Centre Magazine	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	Business Chief	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>
May 27, 2026	Procurement Magazine	<u>Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise</u>

May 27, 2026	The Globe and Mail	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Newswire.ca	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Victoria News	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Abbotsford News	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise
May 27, 2026	Kelowna Capital News	Mphasis Launches Mphasis Tria™, a First-of-its-Kind Enterprise Agency Platform; Governed Front2Back™,Accelerates Mphasis' Evolution into a Platform-Led AI Enterprise

Print			
Date	Publication	Edition	Headline
May 28, 2026	The Times of India	Across Editions	Mphasis invests Rs 250cr in building AI platforms
May 28, 2026	The Economic Times	Across Editions	Mphasis unveils proprietary AI platform Tria
May 28, 2026	The Hindu Business Line	Across Editions	Mphasis launches autonomous enterprise platform Tria
May 28, 2026	Business Standard	Across Editions	Mphasis bets big on AI with Tria platform launch
May 28, 2026	Financial Express	Across Editions	Mphasis launches AI platform Tria

Electronic		
Date	Publication	Headline
May 29, 2026	NDTV Profit	Mphasis Launches Tria CEO Nitin Rakesh On Enterprise AI, Agentic AI & The Future Of IT Services
May 29, 2026	NDTV Profit	NDTV Profit Exclusive 29 May 2026 06min 13sec Mr. Nitin Rakesh - CEO & MD, Mphasis - Unveils ENT Agency Platform 09.45am
May 29, 2026	NDTV Profit	NDTV Profit Scroll 29 May 2026 01min 50sec MS On Mphasis - Strong AI Demand Lifted TTM TCV To \$2 Bn 07.20am

May 29, 2026	NDTV Profit	NDTV Profit India Market Open 29 May 2026 51sec Mphasis - Governs Enterprise Agency Platform 08.12am
May 29, 2026	NDTV Profit	NDTV Profit India Market Open 29 May 2026 01min 35sec Mphasis Launches Tria 08.29am
May 29, 2026	ET NOW	Mphasis CEO Nitin Rakesh Outlines Massive AI Growth Roadmap At Mumbai Analyst Meet Business News
May 29, 2026	NDTV Profit	Mphasis Launches Tria CEO Nitin Rakesh On Enterprise AI, Agentic AI & The Future Of IT Services
May 29, 2026	ET NOW	ET Now Market Cafe 29 May 2026 01min 42sec Mphasis Analyst Meet 07.52am
May 29, 2026	ET NOW	ET Now Scroll 27 May 2026 60sec Mphasis Launches Mphasis TriaTM, An Enterprise Agency Platform 14.35pm
May 29, 2026	CNBC-TV18	CNBC TV18 Scroll 27 May 2026 01min 16sec Mphasis Launches Mphasis TriaTM, An Enterprise Agency Platform 14.34pm
May 29, 2026	NDTV Profit	NDTV Profit Scroll 27 May 2026 01min 54sec Mphasis Launches Mphasis TriaTM, An Enterprise Agency Platform 14.35pm
May 29, 2026	NDTV Profit	NDTV Profit Scroll 27 May 2026 06min 24sec Mphasis - Nitin Rakesh - CEO & MD Says 14.46pm
May 29, 2026	NDTV Profit	NDTV Profit Trending Stocks 29 May 2026 01min 30sec Mphasis On Big AI Platform - G Chokalingam 12.53pm
May 29, 2026	NDTV Profit	NDTV Profit Ask Profit 29 May 2026 01min 37sec Mphasis Launches Tria - The A.I Trade Boost 11.06am
May 29, 2026	CNBC-TV18	CNBC TV18 Business Lunch 29 May 2026 02min 34sec Mphasis - Launches AI Powered Tria Platform 13.05pm
May 29, 2026	CNBC-TV18	CNBC TV18 Halftime Report 29 May 2026 02min 31sec Mphasis Launches Tria - The A.I Trade Boost 12.22pm