

HAPPIEST MINDS SUCCESSFULLY ENHANCED PRODUCTIVITY AND EFFICIENCY AT COCA-COLA BEVERAGES VIETNAM WITH AN INNOVATIVE GEN AI CONVERSATIONAL INTERFACE

Coca-Cola Beverages Vietnam operates plants in Ho Chi Minh City, Da Nang, and Hanoi, generating more than 2,200 indirect jobs through its supply chain and more than 1,400 direct jobs. The company continuously enhances and offers a variety of high-quality beverages, including low-sugar and sugar-free product lines, while diversifying designs and increasing business coverage globally. Coca-Cola's beverage brands in Vietnam include Coca-Cola, Coca-Cola Light, Coke Zero, Sprite, Fanta, Minute Maid Nutriboost, Minute Maid Teppy, Schweppes, Dasani, and Aquarius, as well as Fuzetea+ bottled tea, Georgia canned coffee, and Thumps Up Charge energy drink. Coca-Cola Beverages Vietnam is a member of the Swire Coca-Cola Limited, a wholly-owned subsidiary of Swire Pacific Limited, since the completion of acquisition in January 2023.

By partnering with Happiest Minds, Coca-Cola Beverages Vietnam successfully addressed critical business challenges with AI-driven solutions. A Generative AI-powered Retrieval-Augmented Generation (RAG) system integrated into Microsoft Teams streamlined HR policy access, enabling employees to retrieve information quickly in both English and Vietnamese. This improved productivity, enhanced onboarding, and reduced time spent searching for policy details. Additionally, an AI-driven cooler productivity solution provided actionable insights by integrating SAP customer segmentation data, empowering sales representatives and asset management teams to optimize placements and drive performance. These transformative implementations enhanced efficiency, streamlined workflows, and enabled data-driven decision-making.

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I am proud of the fact that we were able to create a tool that has the potential to make a real difference in unleashing the productivity of our employees and we are only scratching the surface with Generative AI. We had confidence to partner with Happiest Minds through this journey and the team didn't disappoint us. They were able to work in an agile manner and their technical expertise coupled with deep understanding of Coca Cola business helped us to launch this product within few weeks."

Rahul Shinde

Vice President & CIO
Coca-Cola Beverages Vietnam



ABOUT HAPPIEST MINDS

Happiest Minds Technologies Limited (BSE, NSE: HAPPSTMNDS) is an AI First, customer-centric digital engineering company committed to delivering 'Happiest People . Happiest Customers'. With an integrated approach that spans from chip to cloud, Happiest Minds delivers secure and scalable solutions across product engineering, cybersecurity, analytics, and automation platforms. Happiest Minds brings purpose and precision to every engagement, helping enterprises solve complex business challenges and fast-track their digital evolution across industry sectors such as Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. Happiest Minds has been honored by both the Golden Peacock Awards and the Institute of Company Secretaries of India (ICSI) for its exemplary Corporate Governance practices. Guided by its mission of 'Happiest People . Happiest Customers' and consistently recognized as a great place to work, Happiest Minds is headquartered in Bengaluru, India, with a global presence across the Americas, UK, Europe, Australia, the Middle East, Africa, and Asia.

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