

January 25, 2021

To,

Corporate Communication Department
BSE Limited
Phiroze Jeejeeboy Towers,
Dalal Street, Mumbai - 400 001.
BSE Scrip Code: 532528

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051.
NSE Code: DATAMATICS

Sub: Press Release

Dear Sir/Madam,

Please find attached herewith press release titled "**Dr. Lalit Kanodia Laureate Award for Technological Excellence 2020 awarded to VTION**" for your information and record.

Kindly take the above on your record.

For **Datamatics Global Services Limited**

Divya Kumat
EVP, Chief Legal Officer and Company Secretary
(FCS: 4611)

DATAMATICS

Dr. Lalit Kanodia Laureate Award for Technological Excellence 2020 awarded to VTION

Mumbai, January 25, 2021: Datamatics, a global IT, Consulting, BPM and Data Management Company, in association with the Market Research Society of India (MRSI) announced the 7th Dr. Lalit Kanodia Laureate Award for Technology Excellence in Market Research 2020 on 21st January 2021, in a virtual ceremony. In a highly competitive and contested category, the award was bagged by VTION (Vidhi Techinnovation Opportunities Network Pvt. Ltd). This brings VTION in the august company of previous Dr. Lalit Kanodia Laureate Award winners like Nielsen, Hindustan Unilever, BARC, CrownIt and Ma Foi Analytics.

This award was instituted in 2013 to motivate market researchers to not only integrate technology led leverage in generating better insights, but also share this best practice with the other consumer insight practitioners. It is an accepted fact today that no consumer research can exist without any technology. Hence, this particular award is amongst the most coveted at MRSI Golden Key Awards.

VTION has built a highly optimized technology stack for measurement of consumer behavior on smart devices in real time with minimal battery, data and memory consumption. This enables end-customer dashboards with state of art visualizations fueled by high velocity data exploration tools and Machine Learning algorithms.

Manoj Dawane, Founder and CEO of VTION, was ecstatic on the victory, said, “VTION's endeavor is to produce cutting edge technology and related services in the field of consumer research. We are proud to say that we have patented this technology in India with our patent being granted last year by the Indian Patent Office. We stand for 'Make in India for the World' thesis and will always strive to compete globally with the best.”

Speaking on the occasion, Sandeep Arora, EVP and Head – Consulting & Advisory Practice @ Datamatics, was highly appreciative of VTION’s breakthrough solution, “Dr. Lalit Kanodia Award for Technology Excellence is offered to organizations undertaking pioneering development using technology in the field of consumer research and insights. VTION’s innovative technology of passive data collection in the field of media measurement is very unique. Our best wishes to the entire VTION team on being selected as the winner!”

About Datamatics

Datamatics (BSE: 532528 | NSE: DATAMATICS) provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital

DATAMATICS GLOBAL SERVICES LTD.

Knowledge Centre, Plot 58, Street No. 17, MIDC, Andheri (East), Mumbai - 400 093. INDIA | Tel: +91 (22) 6102 0000/1/2
| Fax : +91 (22) 2834 3669 | CIN: L72200MH1987PLC045205 | business@datamatics.com | www.datamatics.com



approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines.

To know more about Datamatics, visit www.datamatics.com and on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

For media queries, please contact:

Sudeshna Mukherjee
Manager– Marketing & Corporate
Communications
sudeshna.mukherjee@datamatics.com
+91-7738574137