

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 "**Datamatics wins the Market Research Society of India (MRSI) Golden Key Awards 2020**" 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

Datamatics wins the Market Research Society of India (MRSI) Golden Key Awards 2020

Mumbai, January 25, 2021: Datamatics, a global IT, Consulting, BPM and Data Management Company, recently bagged the ‘**Special Covid-19 Award**’ at **MRSI Golden Key Awards (GKA) 2020** for its exceptional initiative of transforming the BMC Helpline into an Emergency Response Center during the Lockdown period.

During the Lockdown, Datamatics responded to BMC’s initiative of an Emergency Helpline (the primary touchpoint for providing food, shelter, and medicines to the migrant population) via a digital contact center. Datamatics’ Research & Analytics team not just set-up the helpline, but also brought about significant improvements in the distribution process through its expertise in process re-engineering, real-time dashboards and analytics. The team also received abundant appreciation for the efforts from the BMC Commissioner’s office.

Upon the win, Rahul Kanodia, CEO & Vice Chairman – Datamatics, proudly commented “We are glad that we could extend our core competencies to a larger cause for the state, when it needed it the most. I hope this small contribution from Datamatics helped BMC in its larger battle against this unprecedented crisis.”



DATAMATICS GLOBAL SERVICES LTD.

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The MRSI Golden Key awards (GKA) are instituted to celebrate and recognize consumer research & insight professionals across the industry. With 149 entries from 36 organizations across 8 award categories, this year was a huge success, both in terms of quantity and quality of nominations received. The Final event on 21st January 2021 was a first-ever virtual MRSI GKA that saw about 900 attendees logging in for the live streaming. The Datamatics team was proud to share the award with other winners in the special Covid-19 category including Aditya Birla group, Kantar IMRB, Hindustan Unilever and Q&Q Research Insights.

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 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:

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