

DATAMATICS

July 12, 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 Strengthens Sales Leadership Team - appoints Aabhas Zaveri to lead Intelligent Automation Business in North America”** 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 Strengthens Sales Leadership Team - appoints Aabhas Zaveri to lead Intelligent Automation Business in North America

Livonia | Mumbai, July 12, 2021: Datamatics, a global Digital Solutions, Technology, and BPM Company, today announced that Aabhas Zaveri has been appointed as Senior Vice President – Sales, Intelligent Automation. Aabhas will lead the business for Datamatics Intelligent Automation products, including TruBot, TruCap+, and TruBI. He will be reporting to Mr. Rahul Kanodia - Vice Chairman & CEO, Datamatics.

Aabhas has over 21 years of industry experience and is an RPA and Digital Workforce leader. He has helped companies strategize sustainable deployment of their Digital Workforce globally, creating value financially and human capital. His work ranges from telecom giants to life sciences & pharma majors evangelizing and driving an ROI-driven Digital workforce. Prior to joining Datamatics, Aabhas was the Vice President, Sales at Automation Anywhere. In the past, he has worked with System Plus Solutions, Daffodil Software, and Qbit Systems.

Dr. Rima Chowdhury, Executive Vice President & Chief Human Resources Officer, Datamatics, said, “Aabhas brings deep domain knowledge and strong networking expertise in the Intelligent Automation space. In his previous role, he has successfully helped enterprises to scale up their business. Datamatics TruBot and TruCap+ are well-established names today, and Aabhas’s leadership will help us expand our client base in the North America region.”

Aabhas has graduated with a Bachelor of Technology (Computing) from the British Columbia University. He is also a postgraduate management executive in Marketing & Strategy from the Indian Institute of Management, Kozhikode.

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:

Akshita Yadav
Marketing & Corporate Communications
akshita.yadav@datamatics.com
+91-9769598046