

28<sup>th</sup> June 2023

<b>BSE Limited,</b> Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001  <b>Scrp Code: 543232</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051  <b>Trading Symbol: CAMS</b>
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Dear Sir / Madam,

**Sub: Press Release – CAMS wins ET Datacon Award 2023 for Smart Data Applications Software**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by the Company on the cited subject, content of which is self-explanatory.

We request to take the above on records.

Thanking you,

**Yours faithfully,**  
**For Computer Age Management Services Limited**

**G Manikandan**  
**Company Secretary and Compliance Officer**

**Computer Age Management Services Limited**

**Member of the Registrars Association of India (RAIN)**

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## **CAMS wins ET Datacon Award 2023 for Smart Data Applications Software**

**Chennai 28 June, 2023:** Computer Age Management Services Limited (CAMS), India's largest registrar and transfer agent of mutual funds announced that it has been honoured with the prestigious ET DataCon Award 2023. CAMS emerged as the winner in the category 'Smart Data Applications Software' at The Economic Times DataCon Awards 2023. This recognition highlights CAMS's commitment to innovation and excellence in the field of data analytics.

The Economic Times DataCon Awards 2023 are widely regarded as a benchmark for recognizing exceptional achievements in the realm of data analytics. A distinguished jury panel consisting of experienced and qualified technology professionals meticulously evaluated numerous entries and nominations.

**Mr. Anuj Kumar, Managing Director, CAMS Limited** on winning this award said, "CAMS winning this prestigious award showcases the company's expertise in leveraging advanced analytics technologies to provide actionable insights to the mutual fund industry. Our journey in setting up Analytics and AI as a practice which began with pioneering Mutual Fund Data Explorer (MFDEX), the largest data warehouse application serving the MF industry has been augmented over the years. We provide hand-tuned predictive models to predict investor behavior using the robust infrastructure of google cloud-based analytics which is delivering remarkable results. We are truly honored to receive this award under the Smart Data application category as it serves as a testament to CAMS's unwavering commitment to innovation and using new generation technologies."

The notable features of the application include Real-time dashboards, a completely front-end-based system deployed over Google Cloud enabling users to filter, slice, and dice data within a fund with an impressive turnaround time of 3-5 seconds using Big Query as the storage and analysis engine.

The built-in pre-trained predictive models offer a range of models, including Life-Time Value, purchase and redemption prediction, and SIP Cease propensity. These models provide real-time outputs for filtered segments, with a planned turnaround time of 7-10 minutes. Marketing teams can leverage these models for running effective cross-sell and up-sell campaigns. By leveraging deep understanding of the mutual fund landscape and growth drivers, CAMS offers predictive analytics with exceptional accuracy and has yielded tangible benefits for CAMS and the mutual fund industry in large.

CAMS has recently taken majority shareholding in Think360.ai, a globally recognized firm offering Software as a service (SaaS) based products, data science and technology advisory services to market-leading firms in India and United States. Think 360.ai has been a pioneer in using alternate data for financial sector and analytical solutions within the Account Aggregator framework.

**About CAMS Limited ([www.camsonline.com](http://www.camsonline.com)) BSE: 543232; NSE: CAMS**

CAMS is a financial infrastructure and service provider to mutual funds and provides platform-based services to other financial institutions. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of approximately 69% based on mutual fund average assets under management ("AAUM"). The Company has grown its market share from approximately 61% in March 2015 to approximately 69%, based on AAUM serviced. Its mutual fund clients include ten of the

fifteen largest mutual funds as of March 2023. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 300 funds with full-stack digital and fund administration services. CAMSPay is the primary Payment services provider for Mutual funds and several NBFCs. Services to insurance companies and insurance services are provided via the subsidiary CAMSRep. The company has recently launched account aggregator service CAMSfinserv, a path-breaking initiative for consent-based data sharing. Central Record-keeping services for National Pension System is similarly a newly launched service.

**RSVP:**

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