

01st July 2024

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

Sub: Press Release titled - "CAMS collaborates with Google Cloud to build Cloud-Native platform to Transform its Asset Management Business Services"

Computer Age Management Services Limited (CAMS), India's largest registrar and transfer agent of mutual funds (a SEBI regulated entity), and Google Cloud have come together to revolutionize the financial services landscape by building a next-generation platform for the various business services provided by CAMS

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 you to take the same on records.

**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)

CIN : L65910TN1988PLC015757

Rayala Towers, 158, Anna Salai, Chennai - 600 002. India.

Phone: +91 44 6109 2992 / 2843 2792, E-mail : secretarial@camsonline.com, Website : www.camsonline.com

Regd. Office : New No. 10, (Old No. 178), M.G.R. Salai, Nungambakkam, Chennai - 600 034. India.

CAMS collaborates with Google Cloud to build Cloud-Native platform to Transform its Asset Management Business Services

Initiative aims to modernize the largest platform serving the Indian asset management industry to bring next generation capabilities

Chennai, 1 July 2024: Computer Age Management Services Limited (**CAMS**), India's largest registrar and transfer agent of mutual funds (a SEBI regulated entity), and Google Cloud have come together to revolutionize the financial services landscape by building a next-generation platform for the various business services provided by CAMS.

CAMS's platform has been integral to the asset management industry of India for nearly 3 decades, supporting the industry's growth for new product launches, market expansion, strengthened intermediation, regulatory compliance and differentiated investor services. The next generation platform, envisaged with Google Cloud, is a strategic step of the company to leverage the multiple benefits of cloud-based platforms (and emerging technologies) for the rapidly growing asset management industry and to serve the new generation, digital native investors.

The key building blocks of the platform will be design based on first principles, modularity and reusability with a rich services ecosystem, AI/ML powered digital products and data platform. AI and Automation will be integrated at every stage of the platform for automated, event-driven transaction processing with increased efficiency and accuracy. CAMS and Google Cloud have engaged closely to bring in several unprecedented functionalities for the Indian market in the areas of digital sovereignty and enhanced security measures. Google boasts of a cutting-edge global work-force operating in its India delivery centres, and a section of this talent will be deployed on this program.

Commenting on the initiative, **Anuj Kumar, Managing Director at CAMS**, said, "Our technology platform has been the financial infrastructure for the Indian Mutual Fund industry, serving investors and the complex ecosystem diligently, while scaling up to build a market-share of about 68% in this arena. While the current platform continues to stand the test of time, the company is gearing-up for the industry's growth momentum with a modernized platform that will adopt a distributed, service-oriented, cloud-native architecture with a modular design to ensure flexibility, scalability & improved time-to-market, and will ensure zero-downtime deployments. We are excited to traverse this modernization agenda with Google Cloud who amply demonstrated their domain expertise and brought to the table a robust solution that is best-in-breed and compliant to the laws and regulatory standards."

Bikram Singh Bedi, Vice President and Country MD at Google Cloud India added, "The Indian mutual fund industry has experienced remarkable growth and transformation over the past decade, emerging as a preferred investment avenue for both retail and institutional investors. Our collaboration with CAMS is enabling them to digitally transform and re-architect their mutual fund processing and record-keeping platform, thereby ensuring easy and safe transactions for their investors across the country. We are delighted to be their partner of choice in this journey."

The platform will be designed and developed over a five-year period with specific modules going live in phases. The incremental spend across the period will be met from internal accruals and is not expected to impact margins materially during the implementation phase.

About CAMS Limited (www.camsonline.com) BSE: 543232; NSE: CAMS



CAMS is a financial infrastructure and service partner to the asset management industry and provides platform-based services to the BFSI segment. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of ~68% based on mutual fund average assets under management (“AAUM”). The Company has grown its market share from approximately 61% in March 2015 to ~68 %, based on AAUM services. Its mutual fund clients include ten of the fifteen largest mutual funds. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 420 mandates of 180 funds with full-stack digital and fund administration services. CAMSPay specializes in providing secure, seamless and innovative payment solutions for Mutual funds, BFSI sector and Ed Techs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has also forayed into new areas like Account Aggregator and Central Record-Keeping Agency (“CRA”) services for the National Pension Scheme. CAMS acquired a majority stake in Think360.ai, a full-stack Data Science and AI-focused firm and in Fintuple Technologies, a digital transformation partner for capital market entities.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

For media queries, please contact:

Google Cloud PR

Sneha Iyer | snehaiyer@google.com

Six Degrees BCW for Google Cloud

Shrinidhi Rao | +91 9871909335 | shrinidhi.rao@sixdegrees-bcw.com

Vasvi Satija | +91 8377075791 | vasvi.satija@sixdegrees-bcw.com