

March 17, 2025

To,

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

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

Sub: Press Release

Dear Sir/Madam,

Please find attached herewith press release titled "**Datamatics Wins Two Prestigious Awards at MRSI Golden Key Awards 2024.**"

Kindly take the above on your record.

For **Datamatics Global Services Limited**

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

Encl: as above

Datamatics Wins Two Prestigious Awards at MRSI Golden Key Awards 2024

17th March 2025, Mumbai: Datamatics is proud to announce that it has won the **Best Use of Technology** and **The Most Humane Organization** awards at the **Market Research Society of India (MRSI) Golden Key Awards 2024**.

The **Best Use of Technology** award recognizes innovative and impactful use of technology in market research. Datamatics' unique solution sets a new benchmark in the category, securing this victory. Datamatics developed an AI-driven solution that dynamically adapts surveys in real-time. It addresses respondent fatigue, which is a key challenge. The solution predicts fatigue levels by analyzing the respondent's cognitive load, emotional state, and survey complexity, improving response accuracy and minimizing bias.

Sandeep Arora, President & Global Head - Digital Experiences at Datamatics, stated: "We are honored to receive the **Best Use of Technology** award for our AI-First predictive adaptation of surveys. Datamatics' **Graph Neural Networks (GNNs)** predict survey fatigue in real-time, optimizing user experience and improving response quality. This innovation ensures higher engagement and more reliable outcomes, transforming data-driven decision-making."

The **Most Humane Organization** award recognizes companies that foster an inclusive, people-centric culture with clear social impact. Datamatics stood out for its **Diversity Charter (DDC)**, which promotes inclusivity beyond gender and supports diverse abilities and underrepresented groups.

Dr. Rima Ghose Chowdhury, President—CHRO & CSR Leader, said: "This recognition of our positive People practices at work and beyond is particularly meaningful as we soon celebrate the **fifth anniversary of the Datamatics Diversity Charter (DDC)**. It reinforces our belief that we are on the right path. Thank you, Datamaticians! Your dedication creates an inspiring work environment rooted in respect for all."

Additionally, **Datamatics' Honorable Chairman, Dr. Lalit Kanodia,** was recognized at the MRSI Golden Key Awards for his outstanding contributions to the industry. His leadership continues to inspire Datamatics to push the boundaries of innovation and excellence in market research and beyond.

DATAMATICS

These awards reaffirm Datamatics' commitment to technological advancement and people-first initiatives, strengthening its leadership in the market research industry.

About Datamatics Global Services Limited

Datamatics (BSE: 532528 | NSE: DATAMATICS) a Digital Technologies, Operations, and Experiences company that provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Digital Technology Solutions, Business Process Management and Engineering Services powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection. Datamatics does business with 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

For media queries, please contact:

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