

April 18, 2023

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 “**VTION & Unilever bag the 11<sup>th</sup> Dr. Lalit Kanodia Laureate Award for Technology Excellence at the MRSI Golden Key Awards.**”

Kindly take the above on your record.

For **Datamatics Global Services Limited**

**Divya Kumat**

**EVP, Chief Legal Officer and Company Secretary**

**(FCS: 4611)**

**Encl: as above**

### **VTION & Unilever bag the 11<sup>th</sup> Dr. Lalit Kanodia Laureate Award for Technology Excellence at the MRSI Golden Key Awards**

**Mumbai, 18<sup>th</sup> April 2023:** Datamatics Global Services Ltd. (DGSL), a global Digital Technologies, Operations and Experiences Company, in association with the Market Research Society of India (MRSI), announced the 11<sup>th</sup> Dr. Lalit Kanodia Laureate Award for Technology Excellence in Market Research 2022.

Dr. Lalit Kanodia Laureate Award for Technology Excellence was instituted with the purpose of recognizing technology-backed innovations in the consumer research and insights industry. The past 12 years have seen winners from the likes of HUL, Nielsen, BARC etc who have demonstrated how technology can enhance consumer insights. The winning entry was a collaboration of VTION's patented technology with HUL's expertise in marketing and media thinking. A unique technology that monitors consumer behaviour by deriving insights from a fully consented consumer panel with a passive measurement mechanism. The application monitors the behaviour of HUL consumers across E-commerce applications; across activities like search, product page views, exposed advertisements, and additions to the cart.

**Manoj Dawane, Founder and CEO, VTION Digital Analytics**, said, "We are elated and humbled for this grand accolade. This significant recognition of the Dr. Lalit Kanodia Laureate Award for Technology Excellence at the MRSI Golden Key Awards 2022 is a testimony of VTION's cutting-edge analytics and measurement technology that the company has developed for a leading industry player such as Unilever."

"It is truly humbling to be recognized by MRSI and Datamatics for the collaborative effort between Unilever and VTION in driving new technologies in the field of market research and analytics." said **Nitesh Priyadarshi, VP Consumer and Market Insights, Unilever**. He further added "Almost a year ago, we at HUL embarked upon this experiment with VTION and I am especially elated to see the gradual evolution of the platform into a go-to solution when it comes to actionable thinking around dCommerce, qCommerce and social media."

On this occasion **Paru Minocha, President, MRSI**, said, "We at MRSI have been promoting integration of technology and research as critical foundation for business success. I would like to thank Datamatics for taking this initiative for the last 11+ years for recognizing and motivating the Research & Insights community"

**Dr. Lalit Kanodia, Chairman, Datamatics**, said, "The technology excellence award encourages and recognizes innovations in the Consumer Research & Insights

# DATAMATICS

Industry. For an enterprise to stay competitive today, it needs to equip itself with technology-backed research that provides insights for business growth. It has been heartening to see innovators in the research fraternity focus on technology adoption and digital transformation. Heartiest congratulations to VTION and Unilever on winning the award for showcasing their innovative approach towards business growth.”

## **About Datamatics:**

Datamatics is a Digital Operations, Technologies and Experiences Company that enables enterprises to go Deep in Digital to boost their productivity, customer experience and competitive advantage. 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 a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com).

To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com) and on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

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