

January 30, 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 “**Datamatics’ inaugurates a digital-enabled omni-channel Customer Support Centre in the Philippines.**”

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**

## **Datamatics' inaugurates a digital-enabled omni-channel Customer Support Centre in the Philippines**

**30<sup>th</sup> January 2023, Mumbai, Manila, Philippines:** Datamatics, a global Digital Technologies, Operations, and Experience Management Company, inaugurated their new omni-channel customer support centre at Pasig City, Manila, Philippines. The facility was inaugurated by the Indian Ambassador to the Philippines – H. E. Mr. Shambhu Kumaran. The inauguration event was also graced by the presence of industry leaders including Mr. Mitch Locsin, President at CCAP (Contact Centre Association of the Philippines); Ms. Celeste Ilagan, Chief Policy & Regulatory Officer at IBPAP (IT & Business Process Association of the Philippines) and Ms. Roseann Miller, CEO at TCC.

On the occasion, **H.E. Mr. Shambhu Kumaran** mentioned in his speech, "The IT & BPO story between India and the Philippines is one that mutually reinforces each other. This "Connected Growth" story over the past 2 decades is a partnership of great trust and confidence. Both countries have a positive relationship that unites people, technology and culture. I would like to congratulate Datamatics on this new spurt of growth."

**Rahul Kanodia, Vice Chairman and CEO, Datamatics** said, "Datamatics has experienced a healthy growth and Digital Experiences business has been a shining star in our journey. We started our operations in Philippines 4 years back that has played a strategic role in our joint growth story. I am happy to launch the new facility which will deliver superior customer experience to our global clients. Our innovative IP products, future-fit technology solutions, deep-in-digital expertise combined with customer centricity of the Philippines' BPO industry, places us in a strong position to drive digital transformation for companies and growth in the Philippines."

Datamatics has a global presence across 6 Countries and Global Delivery centres in 4 Regions. This expansion further enables Datamatics to accelerate its growth in the Customer Management Solutions space. Datamatics continues its focus and investments in the Philippines with the objective to enhance technology & digital initiatives in the country. Furthermore, the company continues its investment in people by bringing in more opportunities and leveraging the talent pool in the Philippines. Datamatics enables enterprises to go 'Deep in Digital' to boost their productivity, customer experience and competitive advantage. Technology coupled with the 'Filipino Way' of Empathy, Commitment, Sensitivity and Hospitality will help provide a competitive edge to its global clients.

# DATAMATICS

**Mr. Mitch Locsin, Chairman at CCAP** said, "The partnership between India and the Philippines joins both countries in a growth story. Datamatics is a success story in the Philippines. We at CCAP are glad to be associated with Datamatics and help in any way we can with people initiatives, real estate, teleco, infrastructure etc."

**Ms. Celeste Ilagan, SVP at IBPAP** said, "This partnership signals the continued growth for Datamatics and the IT/ BPM Industry. We are an industry that significantly contributes to the development of this country and places Philippines on the world map for professional services. There is much to be proud of. On behalf of the association of IBPAP, I would like to congratulate Datamatics."

**Watch Indian Ambassador H. E. Mr. Shri Shambhu Kumaran share his thoughts at the inauguration ceremony:** <https://rb.gy/tmk4ub>

## **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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