Datamatics Global Services Limited
Regd. Office:
Knowledge Centre, Plot 58, Street No. 17, MIDC,
Andheri (East), Mumbai - 400 093. INDIA
Tel.: +91 (22) 6102 0000/1/2 | Fax: +91 (22) 2834 3669
CIN: L72200MH1987PLC045205
www.datamatics.com

DATAMATICS®
Data to Intelligence

June 04, 2019

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 named in Gartner's 2019 Market Guide for Customer Management BPO Service Providers**" for your information and record.

Kindly take the above on your record.

For **Datamatics Global Services Limited**

DIVYA KUMAT
Digitally signed by DIVYA KUMAT
Date: 2019.06.04 15:02:43 +05'30'

Divya Kumat
EVP, Chief Legal Officer and Company Secretary

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Press Release
For Immediate Release

Datamatics named in Gartner's 2019 Market Guide for Customer Management BPO Service Providers

Mumbai, India, June 04, 2019: Datamatics Global Services Ltd. (DGSL), a global IT & BPM company, today announced that it has been recognized as one of the Representative Vendors in Gartner's 2019 Market Guide for Customer Management (CM) BPO Service Providers, authored by analysts TJ Singh, Misako Sawai, and Brian Manusama (Published 14 March 2019). According to Gartner Customer Management (CM) contact center BPO is the process linking an organization with its existing and potential customers (such as marketing, sales and customer services), which can be categorized in four sub segments including Customer selection, Customer acquisition, Customer retention and Customer extension.

The Market Guide reviews key service providers managing marketing, sales and customer service processes. The report also mentioned "the CM BPO market continues to evolve with the rapid adoption of digital service, automation — RPA and virtual assistants (VA) — and advanced analytics. Also influencing growth opportunities are issues such as changing regulations and policies, increasing process and channel complexities, and the ever-growing expectations of customers, consumers and citizens looking for a superior experience brought about by technology and personalization."

Mitul Mehta, SVP & Head, Marketing & Communications, **Datamatics Global Services Ltd.** said, "Today's consumers are tech savvy and demand high levels of customer experience. Such experience can only be delivered through technology. We at Datamatics deploy cutting edge technology to craft exceptional customer experience for our customers. We are happy to be recognized by Gartner in Market Guide for CM BPO Service Providers."

Datamatics provides comprehensive solutions in customer support, customer acquisition, digital content and data analytics space to leading companies in the Banking & Financial Services, Healthcare, Aviation, Telecom and e-Commerce space across USA, UK, China and Australia. Datamatics associates are aided with a robust training program, automated tool & technologies and unique omni-channel customer services platform to deliver high value to customers. Datamatics helped one of the fastest multi-channel retailer in UK to improve service quality by 98.33% through an integrated omni-channel customer service (phone, chat, and email support) support and reduce issues related to service and scalability.

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About Datamatics Global Services

Datamatics (BSE: 532528 | NSE: DATAMATICS) provides intelligent solutions for data driven businesses to increase productivity and enhance customer experience. The company's portfolio of service offerings spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotics Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 500 customers globally across Banking & Financial Services, Insurance, Healthcare, Manufacturing, International Organizations and Media & Publishing. Headquartered in Mumbai, the Company has presence across 4 continents with major delivery centers in the USA, India and Philippines with an employee base of 10,000. To know more about Datamatics, visit www.datamatics.com

Safe Harbour

Some of the statements in this update that are not historical facts are forward-looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements. These risks include, but are not limited to, the level of market demand for our services, the highly-competitive market for the types of services that we offer, market conditions that could cause our customers to reduce their spending for our services, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

For media queries, please contact:

Sudeshna Mukherjee
Manager– Marketing & Corporate Communications
sudeshna.mukherjee@datamatics.com
+91-7738574137