# 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

February 18, 2016

To,
The Corporate Communication Department
BSE Limited
Phiroze Jeejeeboy Towers, Dalal Street,
Mumbai – 400 001.

Listing Department
The National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East) Mumbai 400 051.

**Sub: Press Release**
**BSE Scrip Code: 532528 | NSE Code: DATAMATICS**

Dear Sir/Madam,

Please find attached herewith a press release for immediate release dated February 16, 2016 titled "BARC Bags the Dr. Lalit Kanodia Laureate Award for Technological Excellence in Market Research".

Kindly take the above on your record.

Thanking you,

Yours faithfully,
For **Datamatics Global Services Limited**

**Divya Kumat**
**Sr. VP – Legal & Company Secretary**

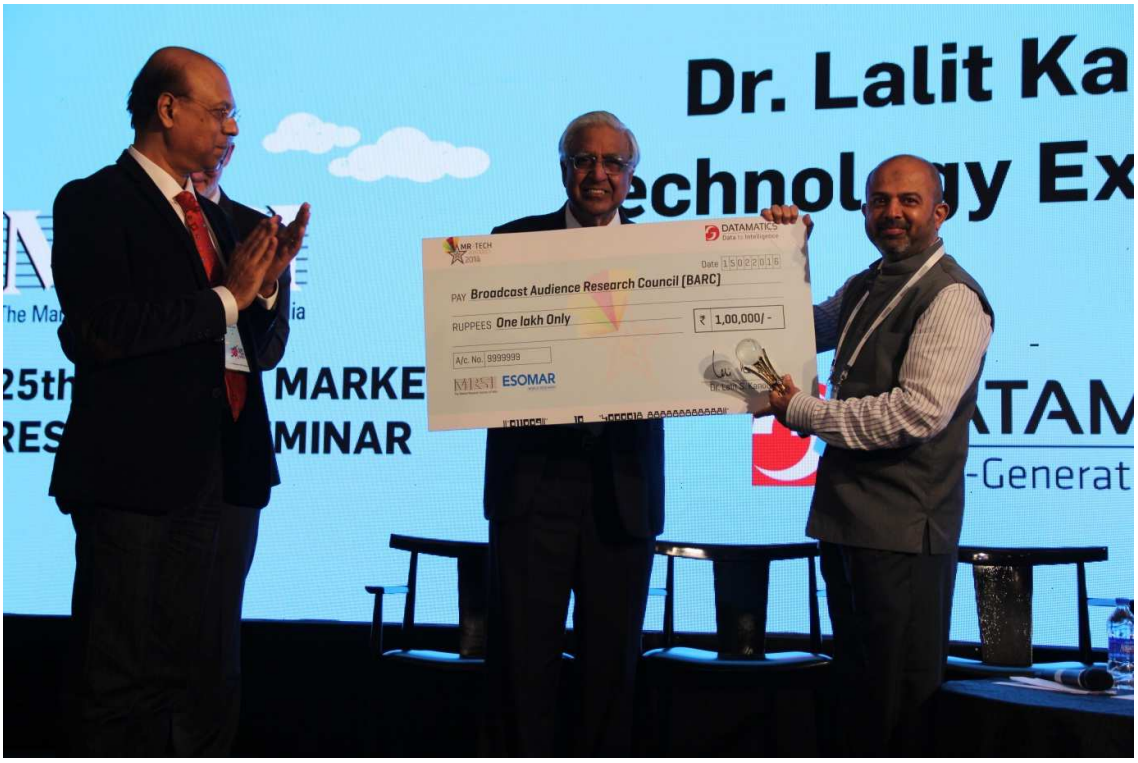
DATAMATICS GLOBAL SERVICES LIMITED ★ MUMBAI

**Encl:** As above

**Press Release**

# BARC Bags the Dr. Lalit Kanodia Laureate Award for Technological Excellence in Market Research

**16th February 2016, Mumbai:** At the third edition of the Dr. Lalit Kanodia Laureate Award for Technological Excellence in Market Research, Broadcast Audience Research Council (BARC) received the top honours. BARC team was declared the winner for an end-to-end solution comprising two core technologies - Audio Watermarking Technology and Bar-o-Meter. Bar-o-Meter was recently also felicitated with the Make in India award.




This award was presented by Datamatics in association with the Market Research Society of India (MRSI) and global MR association ESOMAR. This award has been instituted to acknowledge the effective integration of technology in Market Research processes to bring about a transformational difference in the pre and post workflow and output. The nominations were judged by an independent jury comprising industry experts.

This year the jury received extra-ordinary quality nominations which led them to announce more than one winner. Abacus Team from IMRB International was declared the First Runner Up while the Input Operations Team of Nielsen India was named the Second Runner Up. Abacus Team from IMRB was recognized for developing and executing Abacus Online; an end-to-end Field Management and Control System. The Input operations team from Nielsen was recognized for their application 'Map on Device' which is a user-friendly offline technology that can be accessed by interviewers on the field through their tab.

Congratulating the winners, Rahul Kanodia, Vice- Chairman & CEO at Datamatics said, “We believe that innovation is the key to success. It has been indeed an honour to present award to the winners, who have created such unique and transformational solutions leveraging technology in the Market Research space”.




The nominations were evaluated on the basis of uniqueness, relevance, quality of solution, potential applicability to other areas and overall cost of implementation, with the most important criteria being that the solution should already be functional and running.

**About Datamatics Global Services**

Datamatics, a trusted partner to several Fortune 500 Companies is a global provider of Information Technology (IT) and Business Process Outsourcing (BPO) and Consulting services. Datamatics specializes in providing enterprise data and information management solutions. The company leverages innovations in technology, knowledge of business processes, and domain expertise to provide business aligned next generation solutions. These solutions provide support to global clients through the entire lifecycle of ‘Data to Intelligence’ and help them transform data into business insights.

Datamatics specializes in Engineering & Embedded Services, Finance & Accounting Services, Information Management, IT Consulting, IT Services, Publishing Services, Research & Analytics, Smart Document Processing, Billing & Payment Solutions, and Online Retail Solutions.

Datamatics’ offerings span across varied business processes that transcend Enterprise Document Management, & Enterprise Content Management Solutions, Collaboration & Portal Solutions, Managed Services, BI & Analytics and Mobility space.

For media queries, please contact:
**Varad Kamini**
Vice President – Marketing and Communications
Datamatics Global Services Limited
varad.kamini@datamatics.com