

Global Presence



CONTACTS

India Knowledge Center, Street No.17 MIDC, Andheri (East) Mumbai – 400 093 Tel +91 (22) 6102 0000-09 Fax +91 (22) 2834 3669	Suyojit Datamatics Knowledge Centre Suyojit I.T. Park, Survey No. 804 Unit No. S1-S3, Mumbai Agra Road Mumbai Naka, Nashik – 422 002 Tel: +91 (253) 6617 222-333 Fax:+91 (253) 6617 271	Crompton House Dr. M.G.R. Salai (K.H.Road) Nungambakkam Chennai – 600 034 Tel:+91(44) 3911 3333 Fax: +91(44) 3911 3334	Alphine Arch No.19 SF-3, Langford Road Bangalore – 560 025 Tel: + 91(80) 6531 0067
USA Suite #400 31572 Industrial Road Livonia, MI – 48150 Tel: +1 (734) 525 4400 Fax: +1 (734) 525 4455	Suite #100 510 Thornall Street, Edison New Jersey – 08837 Tel: +1 (888) 772 5532 Fax: +1 (732) 635 0600	Suite #210 56 Middlesex Turnpike Burlington MA – 01803 Tel: +1 (781) 425 5248 Fax: +1 (781) 425 5242	BOSNIA Ulica Svetosavska 22 Glamocani – 78252 Tel: +387 (51) 586624
UK 8 The Square Stockley Park, Uxbridge UB11 1FW Tel: +44 (208) 610 6105 Fax: +44 (208) 610 6870	Switzerland MSJG Rechtsanwälte & Notare Vorstadt 32, 6302 Zug Tel: +41 (41) 725 2525 Fax: +41 (41) 710 0585	Germany Im Leuschnerpark 3 64347, Griesheim Tel : +49 (06155) 79537 - 40 Fax: +49 (06155) 79537 - 39	Australia Monash Business Centre Pty Ltd. 468 Blackburn Road Glen Waverly, Victoria 3149 Tel: (03) 9803 8722 Fax: (03) 9887 8539



Datamatics
Corporate Social Responsibility
Program
May 2011



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Corporate Social Responsibility Program

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PHILOSOPHY ON SOCIAL INITIATIVES

At Datamatics, we firmly believe that inclusive growth is an absolute necessity for consistent growth at a corporate & also economic level. We are committed to community development & are persistently working towards building a better tomorrow. Our focus is on building symbiotic, self-sustaining initiatives to drive social inclusivity in close synergy with corporate growth.

CSR POLICIES @ DATAMATICS

- Women empowerment policies
- Inclusive employment opportunities for physically disabled
- Opportunities for senior citizens to contribute to corporate growth & earn their self-reliance
- Rural employment generation synergistic to corporate profitability goals
- Employee contribution to social causes through salary giving programs
- Green initiatives to reduce carbon foot-print
- Anti-corruption policy for responsible corporate citizenship

From the CEO's Desk

GREETINGS FROM DATAMATICS !

As an integral part of the society around it, every corporate entity carries the responsibility to contribute meaningfully to the growth of the society, from which it draws its resources, revenues and profits.

At Datamatics, we believe in creating initiatives that are self sustaining to ensure their long-term survival & growth. Invariably, our initiatives are linked synergistically with our business goals of profitable growth, ensuring they get the necessary serious attention & managerial bandwidth to sustain them for the long term.

Our CSR initiatives are focused on making the beneficiaries of these initiatives an integral part of the ever-growing family of Datamaticians, by aligning their efforts with profitable growth for Datamatics. Individuals benefiting from these initiatives – students working part-time to support their own education or

those physically challenged or senior citizens or women who cannot take up full-time jobs but are in need of income or rural employees – all contribute directly towards profitable growth for Datamatics, creating a Win-Win situation of contribution & growth.

We are also committed to being an environmentally friendly enterprise & have initiatives focused on reducing the carbon footprint at corporate & employee level, in office & at our residences. Our initiatives are aimed at actual corporate actions towards improving environmental friendliness of our enterprise & also educating our employees on how to lead a greener life in office and at home.

We view our CSR initiatives not as charity but long-term, self-sustainable business initiatives that synergistically contribute to social development.

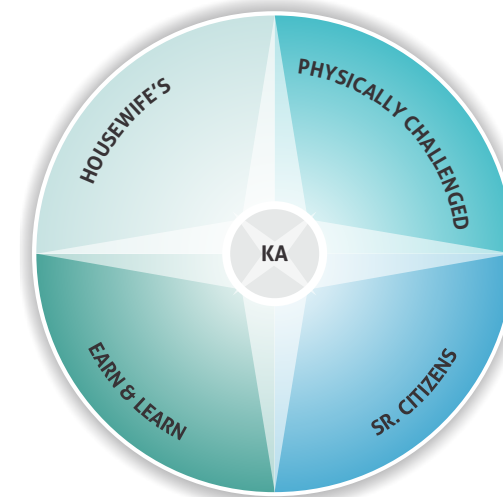
– Rahul L. Kanodia
Vice Chairman & CEO

Knowledge Associate Program @ Datamatics

Senior Citizens – Housewives & Students – Physically Disabled – Rural Employment

INCLUSIVE GROWTH WITH EMPLOYMENT OPPORTUNITIES FOR THE UNDER-SERVED !

The Knowledge Associates Program launched by Datamatics has opened-up hundreds of gainful employment opportunities for the under-served in the society, especially those disadvantaged by physical disabilities. This program is aligned with the UN Global Compact guidelines for human rights & equal opportunities for labour.



CSR initiatives with significant positive ROI for the organization receive strong support from all the stakeholders & hence become self-sustained for the long-term as against initiatives funded by charity that often wither

out once the charity funding dries out. For this reason, all of our CSR initiatives are integrated into our corporate objective of inclusive & profitable corporate growth.

- Our 'Knowledge Associate' program integrates employment creation for the disadvantaged & underserved while enabling steady availability of resources with low attrition for the company
- Over 1500 knowledge associates have benefitted from the program over the last 10 years
- Our initiative in the mining town of Bellary has created employment for over 30 women so far & the number is growing fast. These women from the families of mine-workers who work on back-office projects for Datamatics, suitable for their qualifications. We are working on replicating the Bellary model in other similar remote locations to multiply the impact
- More than 50 physically challenged individuals have found gainful employment from our Knowledge Associate Program, making them financially independent
- Many housewives & senior citizens who are qualified, but are unable to take up regular jobs due to family priorities are often left without opportunities for gainful employment. Our Knowledge Associate program taps into such untapped potential for talent where those enrolled get an opportunity to leverage their talent & earn significantly without having to commute regularly, while Datamatics gains from access to talent with consistent performance. A Win-Win for both

Rural Employment from Rural BPO

BRIDGING THE RURAL – URBAN DIVIDE

Our rural sourcing initiatives are generating employment opportunities in rural & semi-urban villages and towns for an inclusive growth. Datamatics benefits from the good-will and availability of quality human resources that have shown low attrition rates & a high level of dedication to work.

This initiative also aims at reducing the pressure on the already overcrowded & over-stressed metropolitan infrastructure of big cities where jobless persons from the rural areas usually migrate to in search of employment. By making gainful employment available to qualified rural candidates, we offer them an opportunity to live a life of dignity in their home-towns with a much better life-style than what they would expect as jobless migrants in the cities.

This initiative thus aligns with the UN Global Compact guiding principles of human rights to fair employment opportunities for labour.



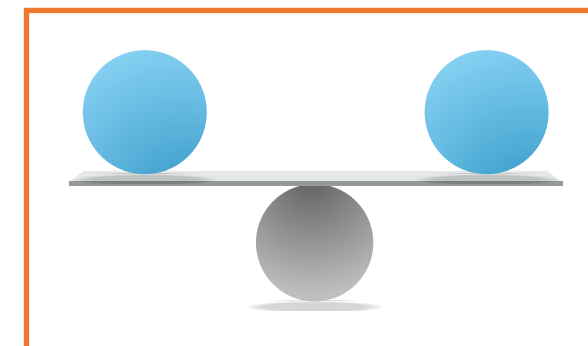
Women Empowerment

Datamatics is committed to the promotion of gender equality & the empowerment of women in society

GENDER EQUALITY

At Datamatics, we believe gender equality is an integral right to the development of human society. Our hiring policies & career growth opportunities ensure earnings & our growth prospects are strictly based on performance without a gender bias. We are committed to meritocracy & equal opportunities for all employees. As per numbers dated March 31, 2011, the share of women in 'Senior Leadership' of the organization (Associate Vice president & above) is 9%.

e⁺quality



WORK-LIFE BALANCE

We understand that it is important to provide women flexibility during work times & hence we at Datamatics encourage women to use the flexi-time policy. To manage the day-to-day activities, women are also allowed to work-from-home & all the essential facilities are provided to women viz. net access, basic hardware & software set-up, etc. on a case-by-case basis.

REGULAR MEDICAL CHECK-UPS

Regular camps are set-up in association with large hospitals for women employees to provide free medical check-ups. This initiative is managed by a committee of women, with members spanning across all the grades in the organization.



Our equal opportunities policy thus aligns with the UN Global Compact guidelines for human rights to fair & non-discriminative employment opportunities.



Commitment to Environmental Good

Senior Citizens – Housewives & Students – Physically Disabled – Rural Employment

In alignment with the environmental protection guidelines of the UN Global Compact, Datamatics adopts “Green” practices to ensure harmony with the nature. We do a Strategic Environmental Assessment (SEA) every year & actively look for opportunities to improve the environment friendliness of our operations.

ENERGY EFFICIENT PRINTERS

We encourage employees not to print documents unless it is absolutely necessary. In cases where one needs to print, we encourage dual-side printing to cut paper usage to half. We have replaced all the printers in our organization with the new, energy efficient printers.

GREEN HOUSEKEEPING

The housekeeping staff is well trained to understand & implement good hygiene with environmental sensitivity across all locations. We ensure all the employees & visitors alike are informed of the importance of maintaining good hygiene at workplace. The house-

keeping staff is trained on waste-management with appropriate segregation of bio-degradable waste from non-biodegradable waste. We track the volume & type of waste generated & tracked how & where it is recycled, re-used, treated or disposed. Further this is reported to sensitize all employees to the importance of proper waste disposal in minimizing individual & organizational carbon foot-print.

Some of the Green initiatives we have started recently are showing good traction which includes:

- Deliver software online through downloads & web-based applications, which avoid wasting CDs, DVDs & packaging
- Provide user manuals online to avoid wasting paper
- Encourage online training to avoid use of cars, gasoline, airplane travel & other travel
- Push for an online & telephonic sales process to the extent possible with travel limited only to the final stages of negotiating the deal, to minimize usage of cars & other vehicles
- Responsible use of lighting & air conditioning in office & at residence

Eye On Carbon Foot Print

POWER CONSERVATION

At our global headquarters (in Mumbai, India) we have achieved over 45% reduction in power consumption per employee from the year 2008-2009 when the power conservation drive was started, to the year 2010-2011 which was the last financial year ended March 31, 2011. Significant drop in per-employee consumption of power was achieved through various initiatives like conversion from traditional lighting to energy efficient lighting & from employee awareness programs. We are expecting improvement over time as more employees are getting aware on the importance of power conservation & ways of leading a more energy efficient life. We expect to see significant improvements at an organizational level as the power conservation drive is extended to other locations globally..

MASS COMMUTING ARRANGEMENTS

Over half of our employees in Mumbai are availing of the mass commuting facility provided by the company. This has taken at least a few hundred private vehicles off the roads, as employees prefer to travel in comfortable company buses instead of driving through peak-hour traffic. Employees also end up saving significant money on the fuel they would otherwise have to burn for commuting. In Mumbai alone, we currently have over 750 employees using our mass-commute arrangements consisting of 15 buses. This is clearly 750 two-wheelers or four-wheelers off the roads, clubbed into just 15 buses plying across Mumbai. We also conduct awareness programs towards the benefits of car-pooling for those who cannot leverage the mass-commuting option.

Social Contribution Program - **ASHA**

ASHA is a program at Datamatics that tries to ignite hope for less privileged communities of the society. This is a social contribution activity for employees to raise funds for social welfare causes. Through employee fundraisers & community contributions, Datamatics & its employees contribute to social welfare facilities nationwide. Moreover, all through the year, employees enthusiastically volunteer to participate in seasonal & holiday events at a variety of social welfare initiatives in an around the workplace.



Anti-Corruption Policy

Datamatics firmly believes in the importance of a non-corrupt business environment & hence follows the UN Global Compact's Anti-Corruption Guidelines. Values encapsulate the spirit of Datamatics & form the essence of Datamatics. These values guide us through challenging situations & moral dilemmas by defining norms of right & wrong action. They are the cornerstone of our principles. A code of conduct is shared with employees & a signed commitment demanded from them to ensure every employee is aware of the

company's view on what is acceptable & what is not as per the value-system adopted by Datamatics. The code of conduct has been laid down by the Board of Directors of the Company as a testimony of the Company's commitment to adhere to the standards of loyalty, honesty, integrity & the avoidance of conflicts of interest. The policy is aimed at gaining a commitment from each employee to adhere to a standard of behavior that rejects any form of moral or financially corrupt activities.

Monthly Training Programs on Social Initiatives

CSR WORKSHOPS AT OUR OFFICES GLOBALLY

CSR Workshops have been introduced at the end of 2009 as part of our efforts to provide professional training to all our employees. The CSR Workshops consists of a series of intensive training programs structured to provide guidance on Business Ethics & CSR, monitoring & reporting on the CSR program, & Ethics Management & CSR.

Our workshops provide managers & staff with the practical insights & skills development necessary to lead & embed sustainability practices at Datamatics.

GREEN INITIATIVES TRAINING PROGRAM

At Datamatics we try to generate awareness on the importance of practicing Green Policy. All the training programs & initiatives are structured by identifying needs for specific groups in the organization. Some of the Training Programs carried out in the recent past are: Awareness on maintaining Clean & Green Desk, Waste Management training, Safety Training Program & many others.

Summary

Aligning with the guiding principles of the UN Global Compact, the overall aim of CSR initiatives at Datamatics is to drive meaningful long-term sustainable contribution to the society & environment by linking this contribution to the inclusive, profitable growth objective of the organization. Our focus is on generating employment for those who need it but are unable to undertake regular commute to office, to reach out to the under-served with employment opportunities to help them become financially independent. Our goals are aligned to empower women with gender equality policies at the workplace & to contribute to the environment by training employees to lead a low carbon foot-print lifestyle at home & in office.

Hundreds of individuals have benefitted from our employment generation initiatives while our sustained efforts towards a greener existence have achieved significant success in imbibing an environment friendly culture in our organization. ASHA the employee social contribution program has contributed a great deal towards social welfare by helping the less privileged communities of the society.