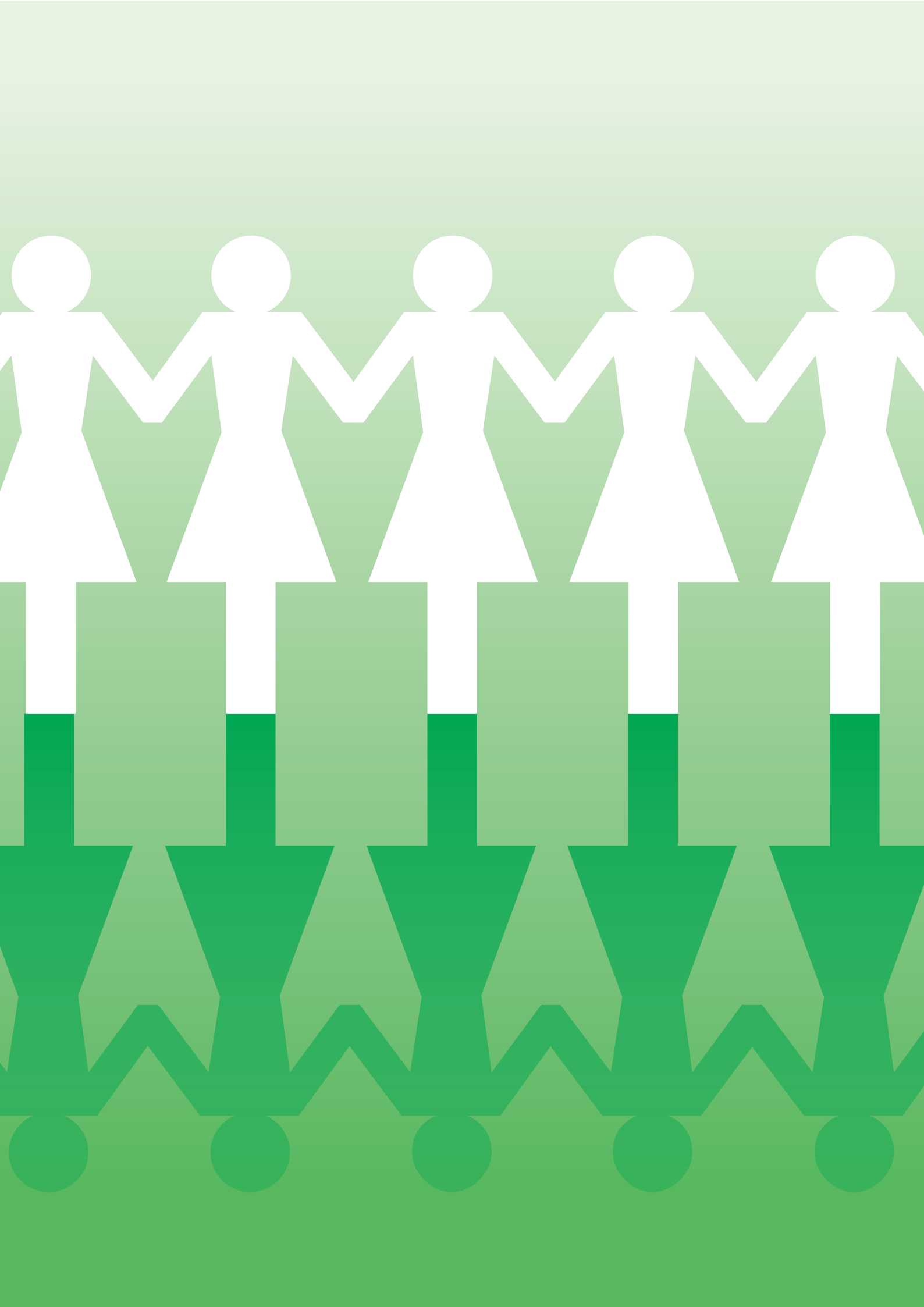




Datamatics'
Corporate Social Responsibility
Program
December 2013



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From the CEO's Desk



GREETINGS FROM DATAMATICS !

At Datamatics, we are firmly committed to creating an industry ecosystem that promotes sustainable development of the economy, society and environment. We continue to build upon our commitment to enrich lives and empower underprivileged communities.

Environmental and social consciousness is embedded into our corporate culture and is intrinsic to our operations and ethos. Over the years, the company has developed a thoughtful approach to addressing critical areas impacting the society at large and we continue to remain focused on these.

As a part of our continual focus, our CSR programme, 'ASHA', is oriented towards bringing the underprivileged up the socio-economic ladder. We have a special "Knowledge Associate" initiative that opens up employment opportunities for individuals, who would otherwise be deprived of the same. The Knowledge

Associate programme provides employment opportunity to rural women, differently-abled individuals and individuals living in areas far from urban development.

Environment is another key focus area for Datamatics, where the company endeavours to contribute towards sustainable economic development. At Datamatics we understand the importance of reducing our carbon footprint. All of our people are committed and aligned to bring about change in their business practice and contribute in reduction of greenhouse emissions.

We have affiliations & partnerships with several NGOs working in social sectors. These help us ensure that our efforts are supported by expert hands in reaching the goals we set for ourselves. In conjunction with NASEOH and Sujaya Foundation, we have helped many differently-abled people find gainful employment with us. We have a tie-up with Growtree.com. Through this engagement, Datamatics celebrates its employee's birthdays by planting a tree on their behalf. As an organization, we also encourage recycling. We have partnered with RecycleKaro in recycling our waste paper. We also have a precisely defined policy against corruption that aims at rooting out undue favours.

Our CSR initiatives are not external interjections. Rather, they form an integral part of our organizational culture. We shall continue to support the United Nations Global Compact (UNGC) and conduct business in a manner that is sensitive to the societal and environmental issues that align with the Principles of the UNGC.

– Rahul L. Kanodia
Vice Chairman & CEO

OUR VISION

By partnering with relevant stake holders, to focus on strategic CSR initiatives aligned with our business strategy, we will obtain a competitive edge & gain market share.

PHILOSOPHY ON SOCIAL INITIATIVES

At Datamatics, 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.

The Rural BPO Initiative – Focus on Rural Development

The Indian economy has borne the brunt of the urban-rural divide for close to two decades now. The economic boom seen in the urban areas has bypassed the rural areas in between. This is not to remain so for long. The rural population is forecast to play a huge role in India's development over the next decade. Datamatics believes in the huge potential of India's rural workforce & plans to tap it in a mutually beneficial manner.

Our Rural sourcing initiatives are generating employment opportunities in remote rural & semi-urban villages & towns for an inclusive growth. In turn, we also benefit from the good-will generated & the available human resources that have shown low attrition rates & a high level of dedication.

Our Rural BPO in **BELLARI**, Karnataka, follows a team-based operational model where each team is responsible for the operations of one customer. Each team also has a team leader & thereby, individuals are given the opportunity to learn & develop their leadership skills.

Datamatics' Rural BPO has had a valuable social impact. The BPO has resulted in increased education, personal development & empowerment of the people working for & impacted by it. Importantly, most women working at our BPO earn up to 50% more than they used to.

Our rural BPO is a successful example of a modern & formal employment regime in a village – something that had hitherto been an urban luxury.

Datamatics' rural BPO at Bellari has resulted in bringing about several positive changes in the lives of the people over there. It has helped in skills development, increasing literacy rate, reducing poverty & women empowerment.



Knowledge Associate Program @ Datamatics

Datamatics believes in the principle of elimination of discrimination in respect of employment & occupation. Our HR policies reflect our commitment to the same. Datamatics has a Knowledge Associate (KA) programme which goes a long way in our adherence to this principle. The KA is a programme through which we outsource some of our work to the under-served of the society – people who would otherwise find it difficult to be gainfully employed. This scheme targets differently abled people, homemakers & other economically marginalised groups. Over 1800 Knowledge Associates have benefitted from the programme over the last 10 years.

| Year | No. Of Knowledge Associates | No. of Third Party Vendors (Individual Consultants) | Head count for TPVS@10 with each TPV | Total Count |
|-----------------|-----------------------------|---|--------------------------------------|-------------|
| 2010 | 431 | 27 | 270 | 701 |
| 2011 | 527 | 69 | 690 | 1217 |
| 2012 | 480 | 115 | 1150 | 1630 |
| 2013 (till Aug) | 502 | 58 | 580 | 1082 |

Book Donation by Datamatics – Fever Mission Shiksha



Child rights form one of the most important aspects of Universal Human Rights. Supporting human rights remains one of the foremost principles companies need to adhere to. Datamatics understands the right of every child to study & build a future for him/herself. It was in the furtherance of this objective that Datamatics donated 522 notebooks to Group M & an NGO, Yuva Parivartan, for distribution among needy children. It was a novel concept by Mumbai Fever 104 FM for helping underprivileged children to receive unused notebooks & stationery.

Eco-friendly Awareness Campaign

Environmental awareness & sustainability play a major role in the formation of the UN Global Compact's principles. At Datamatics, we launched a campaign to sensitize employees towards the ill-effects of plastics (ubiquitous polymers). The goal was to educate everyone on the issue & inspire them to use Eco-friendly Substitutes for plastic. The campaign focuses on the use of the following:

- Use of glass bottles instead of plastic
- Reusable bags made of paper of jute
- Energy saving devices & low-energy using gadgets
- Fuel saving techniques including car pooling practices



Additionally, Datamatics engages in several practices that ensure our carbon footprint is as low as possible. Use of paper is lowered to the bare minimum & green housekeeping practices are followed. The housekeeping staffs are trained in waste management to make better use of refuse & leave a greener world for all.

Marketing Events Go Paper-Less

At Datamatics we have started a practice to introduce an entire conference/event through the content that is accessed by scanning QR codes instead of providing pounds of paper collateral to attendees. This has also helped us to demonstrate & show our clients how to really exploit mobile marketing, & at the same time be eco-friendly by not handing out all that paper that would mostly be heading for the landfill. We promote:

- Mobile-only Events
- Build a mobile-friendly microsite for the Events
- Strategically place QR codes around the Event
- Using the name badge for printed information
- Placing QR codes on booths



Women Empowerment

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

India & other South Asian nations have the world's highest gender gap in employment rates, according to a survey by Gallup Inc. The payroll-to-population employment rate for women in South Asia is 10% as compared to 36% for men, a deficit of 26 points. Under these circumstances, the Female: Male employment ratio at Datamatics for the last Financial Year was 34:66. At Datamatics, we strive to create a gender-neutral environment & find out what the women in the organizations need. We at Datamatics, created a new environment, the one that empowers women & the one that will ensure they have:

- Time to attend to household obligations for whom it is a social reality
- Career paths that are organic instead of linear
- Language that is inclusive of & recognizes talent

At Datamatics, we have instituted a **Task Force** to address any inequalities through an **Advisory Group** that is collectively organizing their voices to the Management.

Our active support, along with their individual talent, has resulted in several of our top female employees winning management awards outside.

Human Resource Development

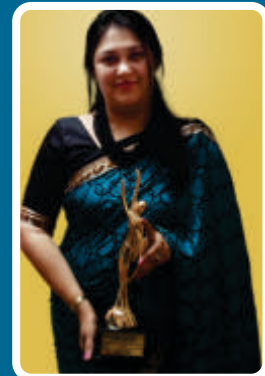


Ankita Singh: Young HR Professional of the Year Award at the 21st edition of the World HRD Congress

Marketing & Communication

Varad Kamini:

- 'Leading Woman - Chief Marketing Officer' at the Women Leaders in India Awards
- 'Corporate Communications Professional of the Year' at CMO Asia Awards for Branding & Marketing, Singapore



Legal Department



Divya Kumat:

Leading Woman Owned Innovative Project Award at the iiGlobal Women Leaders in India Awards

Lighting Up a Village

Datamatics is aware of the hardships faced by the rural people in India; many of whom still do not have access to the basic necessities of life. Datamatics distributed 82 solar lanterns to all households of a village called Navapada on the occasion of Diwali – the Indian festival of lights. We also provided for a solar charging station. This helped bring some light into the village used to dark evenings & nights.



Sneha Sadan Program

Sneha Sadan is a home for destitute children that we have contributed for. Datamatics has a CSR initiative named ASHA. Various voluntary donation drives & JOSH (Employee Engagement Initiative) activities are conducted in our organization to support 'Sneha Sadan', which is an orphanage for boys in Andheri (East). The employees whole-heartedly contribute to the initiatives organized in support of Sneha Sadan. Over the last couple of decades, we have donated millions of rupees to various charities & orphanages & as a continuation to our commitment.

The management at Datamatics invited the children from Sneha Sadan to be a part of the Annual Achievers Award function, where they sang the national anthem with our senior management and were felicitated with charitable donations.



B
Generous

DONATE

with



Social Contribution Program - ASHA



ASHA - Principles of execution

- Collaborative
- Performance-driven
- Diversified
- Reward-based
- Integrated
- Global

Our CSR Initiatives are executed in Partnership with:

- Grow Trees
- RecycleKaro.com
- Employment of Differently Abled

GROW TREES

Environment is another key focus area for Datamatics, whereby the company endeavors to contribute towards the development of a sustainable society. At Datamatics we understand the importance of reducing our carbon footprint. All of our people are committed & aligned to bring about change in their business practice & contribute in reduction of greenhouse emissions.

Planting trees is the most effective way to reduce carbon emission. As a proactive effort, the Company has tied up with Growtree.com. Through this engagement Datamatics celebrates its employees' birthdays by planting a tree on their behalf. Datamatics has already planted 1500+ trees.

RECYCLEKARO

Recycling is one of the best ways to create a positive impact on the world. We give newspapers & other used papers for recycling, in return we get recycled letter heads with Datamatics branding.

How we help the society:

- **Reduce waste** - Paper constitutes for a significant amount of municipal waste. Conserve energy- more than 60-70% of energy to produce virgin paper is saved.
- **Save resources** - Recycled paper uses 55% less water & helps in preserving our forests.
- **Reduce pollution** - Recycled paper reduces water pollution by 35%, reduces air pollution by 74%, & eliminates many toxic pollutants.



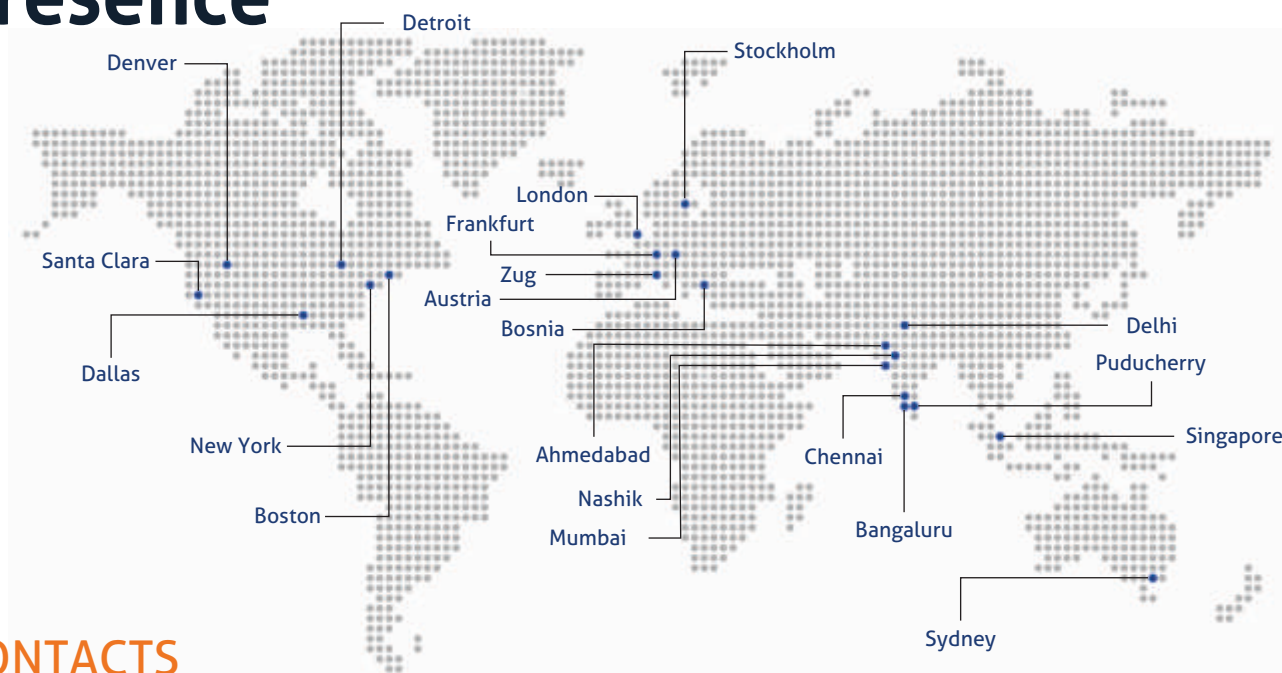
Summary

Datamatics is aligned with the guiding principles of the UN Global Compact for last few years. The overall aim of CSR initiatives at Datamatics is to drive a meaningful long-term sustainable contribution to the society & environment. We are driven by a passion to make a genuine difference to the society and their families in a caring and socially responsible manner. ASHA, the corporate programme, has contributed a great deal in the last year to the social welfare by helping less privileged communities of the society. Following are a few achievements;

- Datamatics Female: Male ratio for last Financial Year was 34:66
- Total 1800 housewives and physically challenged people benefitted through Datamatics' Knowledge Associate programme
- Approximately 100 households under rural belt and poverty stricken, illuminated through Datamatics Solar Lantern scheme
- Approximately 100 rural women have jobs in Datamatics Rural BPO
- Approximately 100 households are now above poverty line due to income generated by their mothers/ daughters/ wives at Datamatics Rural BPO
- Approximately 4623 trees planted in the name of employees, under the 'Gift a tree' an unusual birthday celebration carried out at Datamatics for its employees

Datamatics has adopted "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.

Global Presence



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