

# Datamatics Global Services Limited

Knowledge Centre, Plot 58, Street No. 17, MIDC,  
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August 19, 2013

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

**Sub: Press Release**  
**NSE Code: DATAMATICS**

Dear Sir/Madam,

Please find attached herewith a press release for immediate release dated August 19, 2013 with respect to Datamatics Global Services Limited and PreMedia Global group (Lexicon Publishing Services Private Limited) are pleased to announce the signing of a framework agreement relating to the merger of the Digital Publishing and eRetail Services business of Datamatics and PreMedia Global (PMG).

Kindly take the above on your record.

Thanking you,

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

**Divya Kumat**  
**Vice President – Legal & Company Secretary**

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Press Release  
For Immediate Release

**Mumbai, August 19, 2013** – Datamatics Global Services Ltd. [DGSL] and PreMedia Global group (Lexicon Publishing Services Private Limited) are pleased to announce the signing of a framework agreement relating to the merger of the Digital Publishing and eRetail Services business of Datamatics, and PreMedia Global (PMG). This combination creates one of the world's largest companies in this domain, with more than 3,000 employees and associates across 10 global locations, including New York, Boston, and Ashland (Ohio) in the US, Grisheim in Germany, Gimaocani in Bosnia, and Chennai, Mumbai, New Delhi, Pondicherry and Nashik in India. This unique marriage of content and technology brings together a gamut of mission-critical products, services and solutions to help enable customers of both entities navigate successfully into a digital future. The existing portfolio of customers includes three of the top ten eRetailers and five of the ten largest publishers in the world.

The combined entity is promoted by a strong management team comprising **Dr. Lalit Kanodia**, Chairman of DGSL, one of the founding fathers and chief architects of India's software industry, and a PhD from MIT; **Kapil Viswanathan**, co-founder and co-CEO of PMG, and a Master's degree holder from Stanford and MBA from Harvard; and **Kami Narayan**, co-founder and co-CEO of PMG, a lawyer by qualification and an MBA from Harvard.

JM Financial and NEA Indo-US Venture Capital, investors in PreMedia Global, will continue to remain invested in the merged entity. This merger is subject to all regulatory approvals. Edelweiss Financial Services Ltd acted as the sole advisor to Datamatics.

A new name and brand, representing the unique strengths and entrepreneurial energy of the merged entity, will be announced shortly.

Dr Kanodia & Mr. Viswanathan said jointly: *"Datamatics and PMG are reshaping the industry by setting a new standard for supporting customers with integrated solutions across the content value chain. Together, we are well positioned for continued rapid growth. We look forward to co-leading the combined company and are excited about what our people can achieve together for our customers and our shareholders."*

**Dr. Lalit S. Kanodia**  
Chairman – Datamatics

**Kapil Viswanathan**  
Co-CEO – PMG

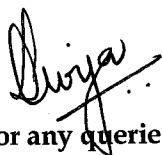


**About Datamatics**

Datamatics was established in 1975 as one of India's leading Software companies, encompassing IT Services and also BPO, with offices in US, Europe, Australia and India. It provides a composite range of services to over 450 customers worldwide. It is the only Indian company to have won the Asia Pacific Quality Award in Services category over 38 other competing countries. This year Datamatics received the 'Most Valuable IT Software Company in India' Award at the 4<sup>th</sup> Annual India Leadership Conclave & Indian Affairs Business Leadership Awards, 2013. The Company is listed on Bombay Stock Exchange Limited (BSE) and the National Stock Exchange of India Limited (NSE). For more information, visit us at [www.datamatics.com](http://www.datamatics.com).

**About PMG**

PMG is a leading provider of integrated multimedia content solutions. Founded in 2005 with a vision to fulfill the evolving content needs of publishers, PMG combines functional expertise, technology and global resources to provide cutting-edge offerings for educational, scholarly and professional publishers. A true full-service partner, PMG brings specialized resources to work from concept development to delivery across multiple platforms.



**For any queries, please contact:**

**Ms. Divya Kumat**

Vice President - Legal & Company Secretary

Datamatics Global Services Limited

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