



# Deep in Digital

Artificial Intelligence

Automation

Digital Finance

Data & Analytics

Cloud



Customer Management



Annual Report 2022-23

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Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection. Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centres in the USA, India, and the Philippines. Lumina Datamatics is a key player in the Publishing and e-commerce BPM space, and has delivery centers in the USA and India.

### CONSOLIDATED REVENUE

(₹ in Crores)

# 1,459.2

↑ 21.5%

### EBIT

(₹ in Crores)

# 207.6

↑ 29.8 %

### WORLDWIDE

Significant Customers

# 300+

### OFFICES

in Countries

# 6

### GLOBAL DELIVERY CENTERS

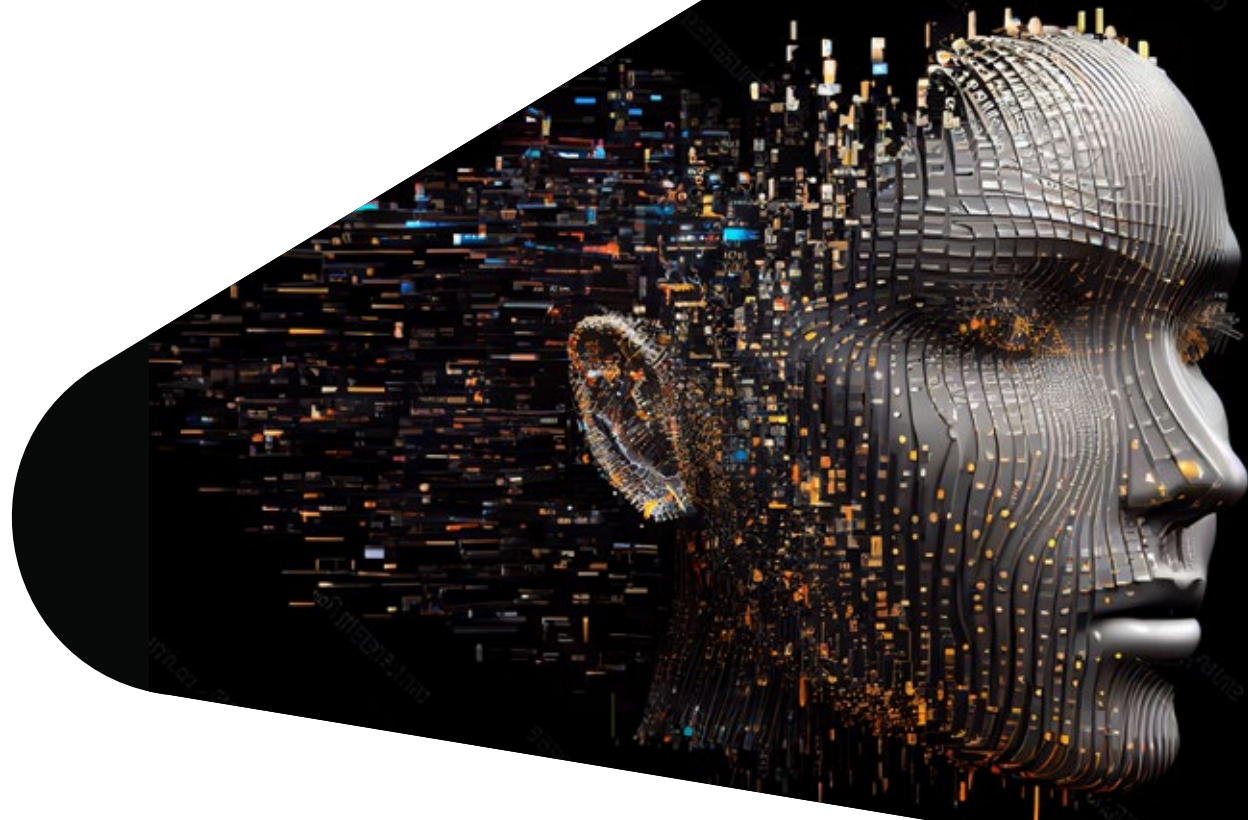
in Regions

# 4

# DEEP IN DIGITAL

Artificial Intelligence (AI) is the most exciting and transformative technology and is fast becoming integral to our daily lives. The capacity of AI to analyze vast volumes of data and unearth intricate relationships and patterns is nothing short of awe-inspiring. We see this as an opportunity for Datamatics to showcase our capabilities in AI. We have already integrated AI into our operations, services, and products. For example, our teams use AI to process 15 million balance sheet documents for global credit agencies annually. We have also integrated Gen AI capabilities into TruBot RPA and TruCap+ IDP to offer an enhanced automation experience. In Data Labs, our innovation hub, we work on multiple projects using AI, which we can take to our customers. We have established an AI Centre of Excellence, and the team is developing robust offerings around AI that we can take to the market in the coming months.

With a robust demand environment across segments and industries, Datamatics sees significant opportunities in areas like artificial intelligence, intelligent automation, digital finance, data and analytics, cloud, and digital experiences. Datamatics is well-positioned to deliver end-to-end digital solutions and help enterprises go 'Deep in Digital' to boost their productivity, customer experience, and competitive advantage. To stay at the forefront of the digital transformation wave, Datamatics continues to expand its expertise in Digital Technologies, Digital Operations, and Digital Experience. The company invests in the latest technologies and best practices to help enterprises achieve their digital transformation goals.



## At a Glance

### What we do

We are a Digital Technologies, Operations and Experiences company. We enable the enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage.

# Deep in Digital

Technologies

Operations

Experiences

DATAMATICS IP

TruCap<sup>+</sup>

TruBot

FINATO

TruBI

TruAI

TruFare

### TRANSFORMING BUSINESSES ACROSS INDUSTRIES

Banking and  
Financial ServicesEducation and  
PublishingManufacturing,  
Infra and Logistics

Insurance



Healthcare



Retail

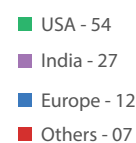
International  
Organizations

Transportation

Top Revenue contributors  
by industry (%)



Top three revenue contributors  
by region (%)

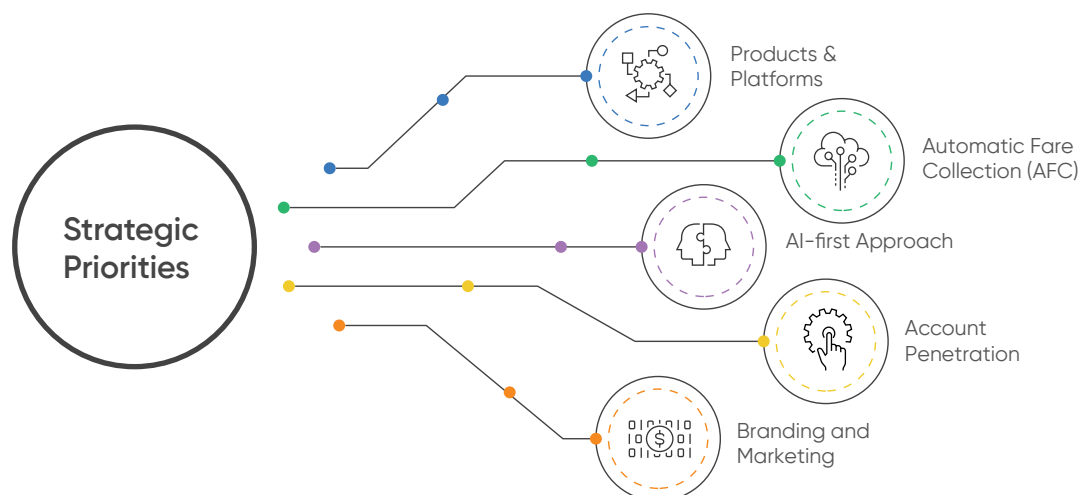


# Strategic Focus

## Driving growth through digital solutions

### Empowering Fortune 500 Companies to go Deep in Digital, to boost Productivity, Customer Experience, and Competitive Advantage

Our stellar brand reputation in the market and strong foothold in the Digital space, along with a long legacy of delivering solutions tailored to client requirements have helped us create sustainable value for all our stakeholders. We have identified the following strategic priorities to drive robust revenue growth and margin improvements going forward:



**Products & Platforms:** Products & Platforms: Datamatics is investing in developing as well as updating its own IP solutions in the digital technology space. Datamatics Intelligent Automation Platform (IAP) is a unified platform to automate a series of tasks, process unstructured and semi-structured data in documents. The IAP combines the capabilities of TruBot for Robotic Process Automation (RPA), TruCap+ for Intelligent Document Processing (IDP) along with artificial intelligence (AI)/machine learning (ML) models developed by Datamatics. Apart from this Datamatics has developed Finato for CFO backoffice transformation, TruBI for business intelligence & data visualization and Automatic Fare Collection (AFC).

In addition to developing its own IP solutions, Datamatics is investing in cloud and AI to drive innovation and growth for its clients. The company is expanding its expertise in cloud technologies, such as DevOps, SaaS platforms, and digital workplace, while also focus on AI technologies like machine learning, natural language processing, and robotics.

All these products and platforms are getting good traction in the market and the new logos in the marquee that we are getting, extremely promising.

**Automatic Fare Collection (AFC):** This has been a focus area for Datamatics, with it being the only Indian company to have highly evolved AFC, Smart Gates, and Contactless Gates service offerings. Datamatics sees this as a huge opportunity in US and emerging economies around the world, including India. In this financial year of Mumbai Metro Line 2A and 7 were inaugurated by Honorable Prime Minister Shri Narendra Modi ji, for which Datamatics has implemented Automatics Fare Collection (AFC) system. The implemetation marks India's first true interoperable open loop NCMC system and is estimated to be used by over 1.3Mn Mumbaiikars daily. system is operational across 30 stations and includes 600 fare gates, 350 ticket counters, 350 ticket vending machines and 820 readers. In addition to this, Datamatics also successfully implemented its AFC system for Kolkata Metro Line 3. It was deployed integrated with Rail Vikas Nigam Limited. Additionally, Datamatics has won a significant AFC contracts for other transportation projects such as Delhi-Meerut RRTS Corridor and Memphis Area Transit Authority (MATA) in the USA.

**AI-first Approach:** Datamatics has been actively investing in AI as technology and has AI at the core of its Intelligent Automation platform to deliver customer success. Generative AI is one of the most exciting and transformative technologies of our times and has become an integral part of our daily lives. At Datamatics we have developed a Center of Excellence to explore how this technologies can be used to improve employee productivity and customer experience.

**Account Penetration:** Datamatics has customers across industries; many of these are Fortune 500 companies. Datamatics is focusing on deeper penetration within the customer accounts through account management for cross-selling and up-selling through its integrated sales and marketing efforts.

**Branding & Marketing:** Datamatics has been investing in marketing and branding efforts for increasing visibility, strengthening digital footprint and geographic reach. In FY23 Datamatics engaged with prospects and customers through events, conferences, seminars, and digital campaigns. We also hosted a grand New Year celebration party for our customers in Mumbai.



## Business Overview

Businesses are moving faster by leveraging digital technologies to rethink how they do things. This indicates digital enterprise is on the horizon.

We at Datamatics have embraced this vision of the future enterprise and are partnering with our customers on their journey of transformation. With our deep expertise in Digital Technologies, Digital Operations, and Digital Experiences we offer intelligent solutions for data-driven businesses. We have established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automatic Fare Collection.



### DIGITAL TECHNOLOGIES

- Cloud
- CRM
- Application Modernization
- Enterprise Content Management
- Digital Workplace
- Intelligent Automation
- Enterprise Data Management
- AI and Cognitive Sciences
- Automatic Fare Collection

Worldwide technology spending is projected to grow at CAGR of 5% to \$5.3 trillion in 2025. Intelligent Process Automation market is growing at CAGR of 20-25% and is estimated to reach \$12 billion in 2025.

Datamatics will further continue to invest in deep Digital Technologies, such as Cloud, Digital Workplace, DevOps, Intelligent Automation, Artificial Intelligence, etc. Datamatics is also investing in updating its own IP solutions in the Digital Technology space. Datamatics Intelligent Automation Platform combines the capabilities of TruBot for Robotic Process Automation (RPA), TruCap+ for Intelligent Document Processing (IDP) along with artificial intelligence (AI)/machine learning (ML) models developed by Datamatics. The company will continue to strengthen its footprint in these technologies in the years to come.

“After moving to the cloud, we've had a bunch of benefits to our bottom line. One of the nice things about working with Datamatics is that they bring a full team and a big organization to the table. They have that deep expertise in all the different digital areas”

Executive Director  
A US Based Non-Profit Company

### DIGITAL TECHNOLOGIES: FY2022-23 PERFORMANCE HIGHLIGHTS

REVENUE  
(₹ in Crores)

609.1

REVENUE  
CONTRIBUTION  
(in %)

42

EBIT MARGIN  
(in %)

1.6



## DIGITAL OPERATIONS

Finance and Accounting

Banking Process Management

Insurance Process Management

Healthcare Process Management

Digital Content Management

In Digital Operations industry-vertical-oriented operations and enterprise back-office operations segments are expected to witness the highest volume of new work in next 5 years. Worldwide operations spending is projected to grow at CAGR of 7% to \$332 billion in 2025.

Datamatics Digital Operations team is equipped with digitally augmented suite of technologies powered by artificial intelligence and machine learning. The suite includes intelligent document processing, process automation, smart workflows, business intelligence, and mobility solutions. These technologies enable efficient business operations and help deliver process excellence.

“ We predominately engage with Datamatics on ensuring that our entire back-office work is taken care of. We have had a lot of value-added services come from Datamatics. ”

Senior Vice President

Retail Banking Operations, A Leading Global Bank

### DIGITAL OPERATIONS : FY2022-23 PERFORMANCE HIGHLIGHTS

REVENUE  
(₹ in Crores)

630.7

REVENUE CONTRIBUTION  
(in %)

43

EBIT MARGIN  
(in %)

22.2



## DIGITAL EXPERIENCES

Customer Management Solutions

Consumer Research & Analytics

Digital Proctoring

A shift of focus to 'Tech-enabled Experience Management' from 'Customer Support' has been the growth lever of the 'Digital Experience' pillar. This pillar focuses on improving front-office engagement of our clients' customers. The past 3-year CAGR in Revenue and EBIT have been beating average industry growth. Our expertise in managing Customer Operations and deriving insights on consumer behavior through deep analytics, endorse our promise of delivering 'Customer Experience the way you want it!'

With offices in India, the Philippines and the USA, the Digital Experience team covers global time-zones and languages. The headcount has more than doubled at a 26% CAGR over 3 years, matching the growth of the Digital Experience unit. Our state-of-the-art, modern, omnichannel, and multi-lingual contact centers are able to drive customer satisfaction and loyalty. Backed by our IT prowess and superior hiring practices, we augment the productivity of our 'Super Agents' and 'Super Proctors'.

Besides providing AI-enabled inbound and outbound customer management solutions, Digital Experience offers advanced analytics, customer journey management, NPS measurement, mystery audits, data visualization and digital proctoring across the entire CX continuum.

“ Datamatics brings a level of professionalism and support. They're more like a partner to us than a vendor. One of the things that distinguishes Datamatics from other companies is their level of understanding and expertise in what they do. I can only see this partnership growing over the years to come. ”

Senior Vice President

Leading Global Assessment Platform

### DIGITAL EXPERIENCES: FY2022-23 PERFORMANCE HIGHLIGHTS

REVENUE  
(₹ in Crores)

219.3

REVENUE CONTRIBUTION  
(in %)

15

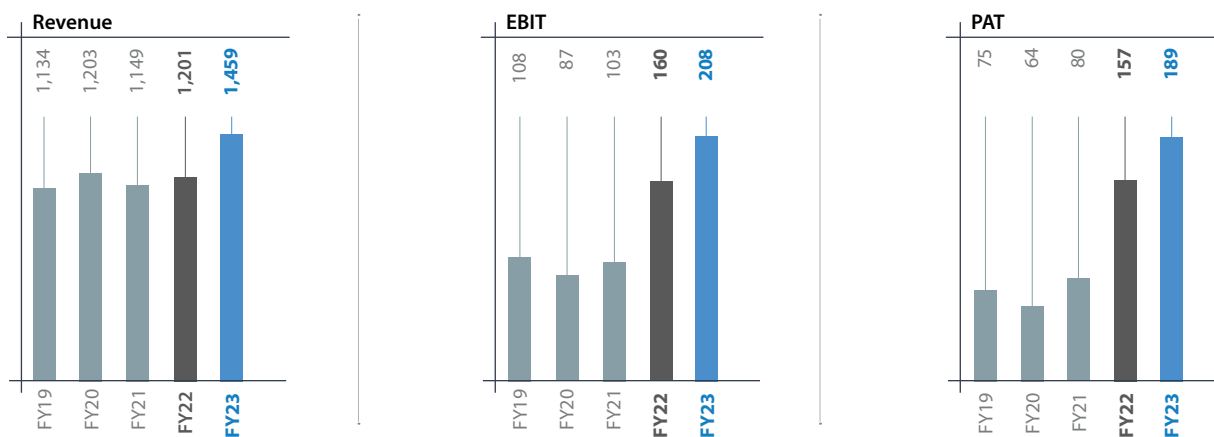
EBIT MARGIN  
(in %)

26.4

# Key Performance Indicators

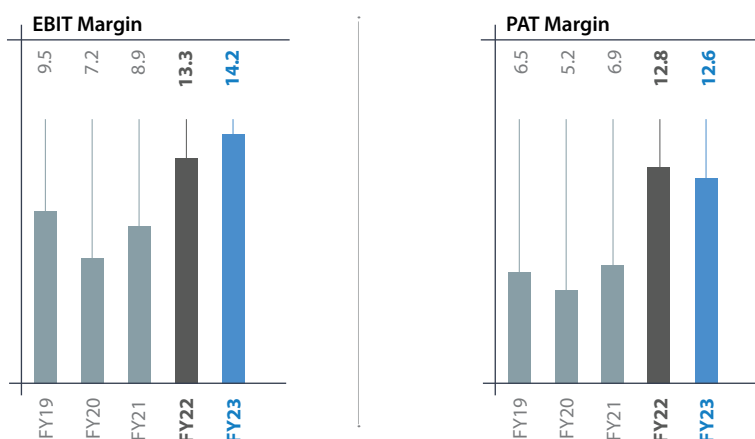
## Robust revenues, stable margins

Steady growth over the past five years (₹ in Crores)



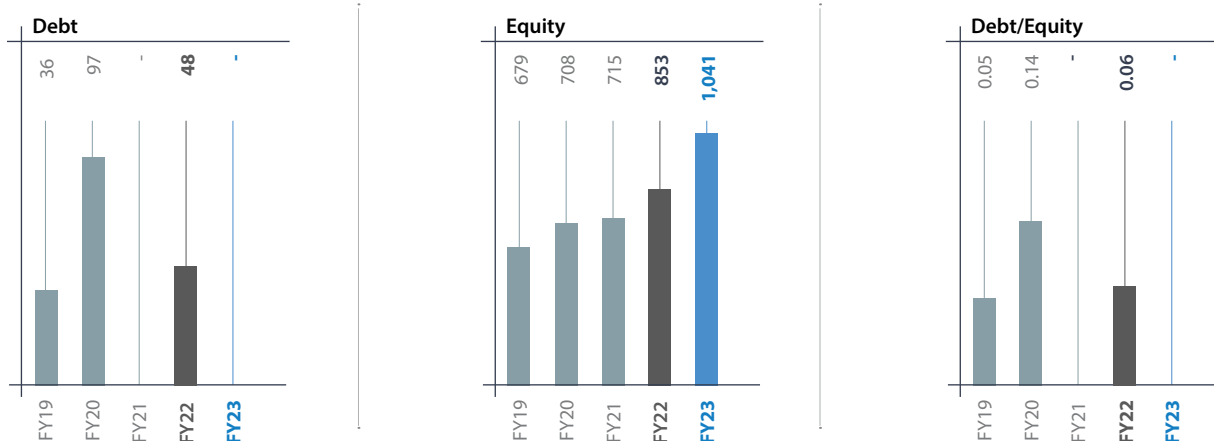
Note: EBIT excluding Other Income  
PAT before Non-controlling Interest

## Stable margins (in %)



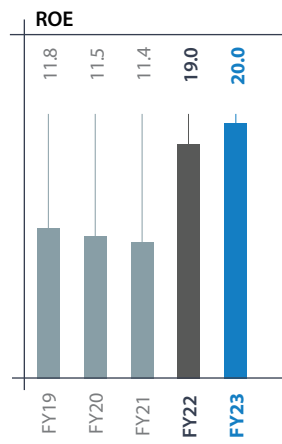
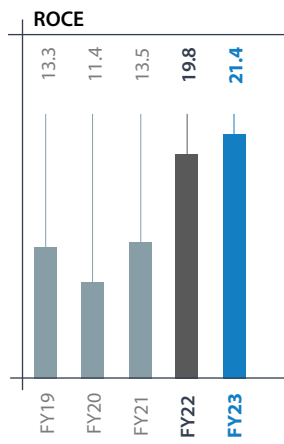
Note: EBIT excluding Other Income  
PAT before Non-controlling Interest

## Healthy balance sheet (₹ in Crores)

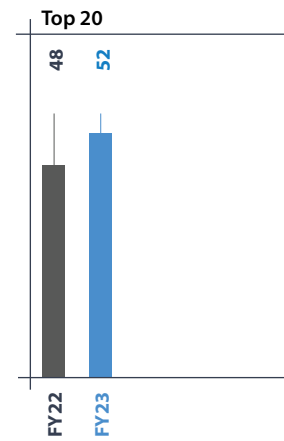
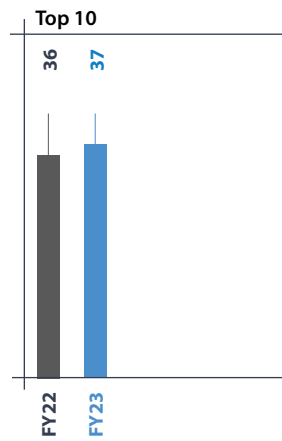
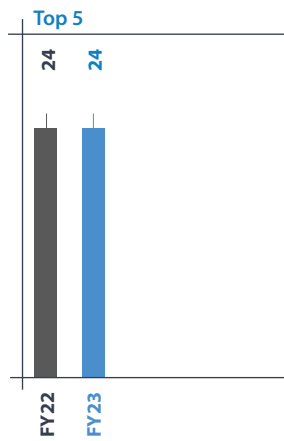




## Improving return ratios (in %)



## Client concentration (in %)





## Chairman's Message

Dr. Lalit S. Kanodia  
Founder and Chairman

Datamatics is well-prepared to combine several digital technologies, including AI, to take customers deep into their digital journey to boost their productivity, customer experience, and competitive advantage.