

Date: 5<sup>th</sup> January 2023

TO WHOM SO EVER IT CONCERN

I have been Amit's colleague for several years. I found him to be consistently pleasant, tackling all assignments with dedication and a smile. Amit is a business domain specialist in Below-The-Line (BTL) marketing activities across Business to Business (B2B) and Business to Consumer (B2C) segments.

His core competencies lie in the areas of Database Marketing, Customer Relationship Management, Business Intelligence, Decision Support Systems, Information Engineering and Strategy Planning.

Besides being a joy to work with, Amit is a take-charge person who can present creative ideas and communicate the benefits. He has played a key role in successfully developing D&B India's Direct Marketing business.

Besides delivering consistently, Amit's leadership skills are also exemplary - continuously, inspiring and motivating other employees. Amit will be an asset to any organization. I wish him all the best in his future professional endeavours.

Warm regards,

A handwritten signature in black ink, appearing to read 'Manoj Vaish', with a stylized flourish at the end.

Dr. Manoj Vaish  
Former CEO of Bombay Stock Exchange, MCX, and Dun & Bradstreet (India)