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## Adobe Announces Aadhaar Integration in Adobe Sign and Launch of Local Data Center to Drive Massive Potential of E-signatures in India

*With these strategic investments, Adobe has furthered its commitment towards helping accelerate digital transformation in India*

**New Delhi, India, October 4<sup>th</sup>, 2017** – Adobe has commissioned an industry study for India, revealing how e-signatures are set to fundamentally change the way India does business, and augment the Government's national digital transformation drive. Featuring data from a September 2017 Adobe-commissioned survey conducted by Forrester Consulting<sup>1</sup>, the [Adobe E-signatures Indian Market Study](#) found that the market for e-signatures in India is growing at a Compound Annual Growth Rate (CAGR) of 57%, and is expected to cross over a massive 90 million transactions by 2020. **Building on the potential widespread adoption of e-signatures in India, Adobe today announced two strategic investments made by the company for the Indian market – integration of Aadhaar-based authentication in its e-signature solution Adobe Sign, and the launch of a local data centre.**

"As India leapfrogs to the next phase of digital transformation, e-signatures are becoming a big bet for businesses of all sizes and across industries. According to the Adobe market sizing survey, more than 85% companies in India are looking at investing in e-signature solutions in next 12 months," said **Kulmeet Bawa, Managing Director, South Asia, Adobe**. "With around 30% market penetration, and about 70% of companies yet to start their e-signature journey and reap the many rewards – the Aadhaar-based authentication built in Adobe Sign is the industry's first solution to make e-signatures [legally binding in India](#). This legal validity will spur adoption among businesses that have so far had to limit the use of e-signatures to internal use, and allow them to truly transform digitally. We are confident that this Aadhaar based signing in Adobe Sign will accelerate use cases like digital onboarding of customers and employees, and taking citizen services online – augmenting our national vision on Digital India."

Aadhaar-based e-signature in Adobe Sign will help organizations eliminate their dependence on wet signatures, and transform workflows by digitally validating the legal identity of users to sign documents – anytime, anywhere. This will play a critical role in helping businesses become resource efficient and unburden them of lengthy administrative procedures involved in documentation and approvals, and most importantly, allow them to deliver an exceptional experience to their end users. While the electronic signature market in India is still in the early stages of adoption - according to the report, nearly 55% of those surveyed believe that an e-signature solution could save up between 10-25% of IT operating costs (compared to running paper-based processes) as well as labour and time savings of their employees directly involved in the process. For customers, this will introduce a hassle-free, secure, and convenient way of signing documents digitally.

"Digital technology has fundamentally changed the markets in which companies operate and the speed at which they need to operate to remain competitive. e-Signatures remove the friction inherent in transactions that involve people, documents, and data to create faster, more convenient and secure

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<sup>1</sup> The <Adobe e-Signature Market Study> includes data from a commissioned survey conducted by Forrester Consulting on behalf of Adobe. The results are based on a survey of over 300 Indian businesses and IT decision makers and managers across industries.

processes. Adobe Sign, our e-sign solution is the world's top choice for getting documents signed — quickly, legally, securely," **added Kulmeet.**

As per the study, 57% of Indian businesses indicate that if they were to adopt a SaaS (Software-as-a-Service) solution, they would prefer for its hosting location to be in India. In response to the market requirements, and to further invest in the adoption of e-signatures in India, Adobe has announced the roll out of a new local data centre in India, placing the computing power closer to end users.

Led by Adobe's engineering labs in India, which comprises nearly 1/3rd of the company's global R&D operations, both these initiatives have been designed to deliver on the needs of the Indian market. "India is a strategic focus for Adobe, and our engineering labs are committed to making deep investments to deliver innovative and customised solutions to address the needs of our customers here, as well as other parts of the world," **said Abhigyan Modi, Vice President, Engineering, Adobe Document Cloud.**

Adobe is uniquely positioned to help businesses move forward into a digital future, where convenience and efficiency ensure a superior customer experience. The world's leading digital document service, Adobe Document Cloud leverages the PDF standard that Adobe pioneered, and enables businesses to transform inefficient paper-based processes to digital. Learn more about [Adobe Digital Signatures and Adobe Document Cloud](#).

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#### **About Adobe Document Cloud**

At the heart of Adobe Document Cloud is Acrobat DC, the world's best PDF solution; Adobe Sign, the leading solution that makes it easy to automate every task in a document workflow; and companion mobile apps like Adobe Scan and Adobe Acrobat Reader DC that help people get work done from anywhere. Acrobat, together with Acrobat Reader, is one of the most widely distributed pieces of software, used on over a billion desktops and mobile devices, and more than six billion digital and electronic signature transactions are processed through Document Cloud each year. With data centers in the U.S., UK, Germany, Japan and Australia, organizations around the world rely on Document Cloud and Adobe Sign for fast, secure and mobile e-signatures from anywhere.

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