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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar granted US patent for its innovative tool enabling direct conversation with the organization's leadership - ZenVerse™**".

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Encl. as above

Zensar granted US patent for its innovative tool enabling direct conversation with the organization's leadership - ZenVerse™

Leverages AI for enhanced performance

San Jose, North America, August 31, 2020: [Zensar](https://www.zensar.com), a digital solutions and technology services company that specializes in partnering with global organizations on their digital transformation journey, announced that it has been granted a US patent for its direct conversation platform which is ZenVerse. The patent, granted by the US Patent and Trademark office (USPTO), is on the idea of ZenVerse which is designed to be a direct platform or channel for the entire organization to interact with the organization's leadership including CEO, CXOs. These interactions are at an individual level and since inception it has had 68 releases over 2.1 million sessions used by more than 9000 global associates. This platform was created in-house by Zenlabs, Zensar's innovation hub, incorporating AI as its core.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar commented, "This patent underlines our focus on further strengthening our Innovation and IP strategy towards creating digital platforms that address evolving organization focus of being inclusive at its core. This idea of having a direct conversation with me, germinated with the belief that transparency in leadership is the way forward for a more inclusive, connected and committed workforce. A successful digital transformation approach begins with its people, and their involvement in generating new ideas and ways to grow."

"Our Zenlabs team is focused on creating innovative solutions which directly impact growth, customer experience and employee engagement. This patent validates our future centric thinking along with creating a practical digital strategy to significantly advance employee engagement at all levels. Our team is delighted to have been a part of this product design journey and we are confident that our efforts will help in transforming experiences for our employees and we are now taking these innovative solutions to our customers as well," said, **Prameela Kalive, Chief Operating Officer, Zensar.**

The granted patent is on the idea of ZenVerse – a direct platform for the CEO to interact with the organization at an individual level. There is a need for a system of electronic communication that enables organizations to provide information requested by individual employees, identify resources within the organization, capable of providing the requested information and route queries to the best available resource.

The following features have been added progressively to generate specific outcomes:

- Sentimental Analysis designed to gauge the mood of the organization using customized AI algorithms-this helps in course correction when needed
- Conversations-Associates can pose queries on specific matters directly to the executive leadership team and function heads-this helps in creating a transparent exchange of information and facts as well as grievance redressal
- Organization wide town halls like the quarterly digicast wherein the CEO and the leadership team share company performance metrics, along with answering queries with the global team-this is broadcast through ZenVerse
- C1000 Meetings Module –this was an initiative led by the CEO as his commitment to connect with 1000 Zensarians in person in one year which was realized through this platform



[About Zensar \(www.zensar.com\)](http://www.zensar.com)

Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their digital transformation journey. A technology partner of choice, backed by strong track record of innovation; credible investment in digital solutions; and assertion of commitment to a client's success, Zensar's comprehensive range of digital and technology services and solutions enables its customers to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through myriad technology solutions, is uniquely positioned to help clients surpass challenges around running their existing business most efficiently and to help in their legacy transformation and plan for business expansion and growth through innovative digital solutions.

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About RPG Enterprises

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty as well as in emerging innovation led technology businesses.

For any queries please feel to reach out:

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Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorised use of our intellectual property and general economic conditions affecting our industry. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

