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**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled ***"Reacting with speed is not enough to succeed in today's business landscape. For speed to be effective, organizations must move in the right direction, according to Zensar Technologies' Enterprise Velocity, An Executive Survey"***.

This is for your information and dissemination purpose.

Thanking you,

**For Zensar Technologies Limited**

Yours sincerely,

**Gaurav Tongia**  
Company Secretary



Encl. as above

An  Company



**Reacting with speed is not enough to succeed in today's business landscape. For speed to be effective, organizations must move in the right direction, according to Zensar Technologies' Enterprise Velocity, An Executive Survey.**

Princeton, NJ, USA, October 6, 2021: : [Zensar Technologies](#), a leading experience engineering and technology solutions company, announced the results of its Enterprise Velocity – An Executive Survey. In *Enterprise Velocity, An Executive Survey*, 97% of the respondents said that to succeed in today's business landscape, speed alone is not enough. For speed to be effective, organizations must move in the right direction. Additionally, 71% of the respondents said projects failed when teams were not aligned in the right direction, and 99% agreed that business velocity is a positive driver. Both speed and velocity invoke notions of quickness and agility but velocity advocates that companies invest time in honing a long-term focus, poised to serve as a north star, offering direction and clarity when things get chaotic or confusing. Without this foundation, organizations react and give into tropes and tactics that suit market favorability. Over time, the propensity to act fast with speed negatively impacts engagement and efficiency, and too much is lost in terms of money, time, effort, and energy. To gain insight on whether industry peers, clients, and customers also resonated with the idea of velocity over speed, we conducted this executive survey across the US, UK, and South Africa. Additionally, we wanted to understand how technology can propel adoption and the potential impact it might have on strategy and purpose.

**Commenting on the survey findings, Ajay S. Bhutoria, CEO and Managing Director, Zensar**, said, "One of the key learnings in recent times for businesses has been about accelerating adoption of everything digital. However, this survey underlines that speed is not synonymous with growth. Businesses need direction rather than just raw speed; the visionary enterprise needs velocity, which translates to speed with a clear direction. Our survey highlights that a combination of people, process, and technology as one seamless eco-system is imperative as a driver for enhancing business growth. These insights are timely as global enterprises look for new learnings and transformational strategies with a long term, clear impact."

"While the distinction between speed and velocity in the context of business is not immediately evident, this survey report clearly shows that businesses are beginning to understand the value of providing direction to acceleration," said **Abhishek Vanamali, Chief Marketing Officer, Zensar**. "It is easy to get consumed with the relentless pursuit of speed and equally easy to confuse knee-jerk reactions with agility. True agility is informed by data-powered insight and is laser-focused on providing customer value. Zensar is a leader in bringing Enterprise Velocity to its customers, and this survey is the industry's first attempt to decode market opinion about this very new area of thought leadership."

A successful velocity implementation depends on five levers:

1. Holding a long-term vision without succumbing to reactionary pressures
2. Committing to transformation through the right capability and digital maturity
3. Gaining deep insight on customer needs and meeting them across touchpoints
4. Establishing a culture, which promotes experimentation with new ideas regularly
5. Adopting an agile-at-scale approach and embrace change



There is no doubt that companies are shifting stance from a single-minded pursuit of speed to identifying the need for velocity. Next, organizations will have to review key impulses and business goals through the lens of velocity and hone focus on business impact more than big-bang transformations. What is now limited to a sound conceptual understanding will drive business advantage through concrete action.

For more insights on demystifying velocity, read the full report here:

<https://experience.zensar.com/enterprise-velocity>

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

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity. With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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#### **About RPG Enterprises ([www.rpggroup.com](http://www.rpggroup.com))**

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of US\$ 4B. The group has diverse business interests in the areas of infrastructure, tires, pharmaceuticals, IT, and specialty industries.

#### **For any queries please reach out:**

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#### **Safe Harbor**

Certain statements in this release concerning our future prospects are forward-looking statements which involve a number of underlying identified / non identified risks and uncertainties that could cause actual results to differ materially. This release and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. However the same are subject to risks and uncertainties,



including but not limited to, our ability to manage growth; fluctuations in earnings /exchange rates; intense competition in IT services including factors affecting cost advantage; wage increases; ability to attract and retain highly skilled professionals; time and cost overruns on fixed price, fixed-time frame or other contracts; client concentration; restrictions on immigration; our ability to manage international operations; reduced demand for technology in our service offerings; disruptions in telecommunication networks; our ability to successfully complete and integrate acquisitions; liability for damages on our service contracts; government measures in India and countries where our customer operate, withdrawal of governmental fiscal incentives; economic downturn in India, and/or around the world, political instability, legal restrictions on raising capital or acquiring companies; and unauthorized use of intellectual property and general economic conditions affecting the industry.

In addition to the foregoing, a global pandemic like COVID-19 may pose an unforeseen, unprecedented, unascertainable and constantly evolving risk(s), inter-alia, to us, our customers, delivery models, vendors, partners, employees, general global operations and may also impact the success of companies in which we have made strategic investments, demand for Company's offerings and the onshore-offshore-nearshore delivery model.

The results of these assumptions made relying on available internal and external information are the basis for determining the carrying values of certain assets and liabilities. Since the factors underlying these assumptions are subject to change over time, the estimates on which they are based, are also subject to change accordingly. These forward-looking statements represent only the Company's current intentions, beliefs or expectations, and any forward-looking statement speaks only as of the date on which it was made. The Company assumes no obligation to revise or update any forward-looking statements, whether as a result of new information, future events, or otherwise.