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BSE Limited

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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar starts operations in Mexico, LATAM**".

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Zensar starts operations in Mexico, LATAM

To support key customers and strengthen local business opportunities

Mexico City, Mexico, Latin America, April 4, 2019: Zensar, a leading digital solutions and technology services Company that specializes in partnering with global organizations across industries on their Digital transformation journey, announced its expansion into the Latin American market with the launch of its operations in-Mexico City, Mexico. The operations will focus on supporting the Company's customers in North America and the local region.

Commenting on this announcement, Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, "Mexico is a strategic choice for us due to its proximity to our key customers based in the US and the availability of local talent. We are committed to investing in geographies that add to our global business growth and customer convenience."

Venky Ramanan, Executive Vice-President and Head, Hi-Tech and Manufacturing, Zensar said, "Our Mexico operations will support some of our key customers in North America and Mexico across varied digital technologies. There will be focus on investing in local talent and developing them to build capabilities that will bring value to our customers."

The current team of approximately 50 local recruits will be working on a hi-tech manufacturing customer based in North America. Additionally, Zensar will be also serving local customers in the retail domain. The expansion plans include addition of more local hires subsequently and possible tie-ups with local educational institutions.

The company considers Mexico as a critical hub for growth and expansion of its North American operations. The geographical distance, time-zone convenience with North America, English speaking local talent, ease of doing business, operational efficiencies are some of the reasons which makes Mexico a good fit for this new geographical expansion. Additionally, the open trade policy (NAFTA), investment by Fortune 500 companies in the country, evolving legal frameworks for business operations make Mexico the right choice for the Company's global growth and expansion objectives.

About Zensar (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 a strong track record of innovation; credible investment in Digital solutions; and unwavering commitment to client success, Zensar's comprehensive range of digital and technology services and solutions enables its clients 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 its clients surpass challenges they face running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

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About RPG Enterprises (www.rpggroup.com)

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of Rs 23000 Cr. 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.

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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 unauthorized 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.