

**Date:** March 20, 2019

**BSE Limited**

Corporate Service Department,  
01<sup>st</sup> Floor, P. J. Towers,  
Dalal Street,  
Mumbai 400 001

Fax: (022) 2272 2039/2272 3121

**Scrip ID:** ZENSARTECH

**Scrip Code:** 504067

**The National Stock Exchange of India Ltd.**

Exchange Plaza, 03<sup>rd</sup> floor,  
Plot No. C/1, 'G' block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai 400 051

Fax: (022) 26598237/26598238

**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar brings "Experience Digital Returns," focused solutions to Adobe Summit 2019**".

This is for your information and dissemination purpose.

Thanking you,  
Yours sincerely,

For **Zensar Technologies Limited**

  
Gaurav Tongia  
Company Secretary





## **Zensar brings “Experience Digital Returns,” focused solutions to Adobe Summit 2019**

*All solutions incorporate Zensar’s Return on Digital® NeXT (New and Exponential Technologies)*

**Las Vegas, USA, March 20, 2019:** [Zensar](#), a leading digital solutions and technology services company that specializes in partnering with organizations across industries on their digital transformation journey, announced today that it will showcase solutions under the theme of “Experience Digital Returns,” at **Adobe Summit, Las Vegas, booth number 939, on March 26<sup>th</sup>-28<sup>th</sup>, 2019.**

**Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said,** “The Adobe Summit is the perfect platform for us to highlight our differentiated digital experience solutions to the industry. Businesses are looking for partners who are led by digital and Zensar’s unique Return on Digital® NeXT (New and Exponential Technologies) approach and Adobe’s innovative offerings make for a winning combination.”

**Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group, Zensar added,** “We are focused on enabling ‘human experience’-centric digital marketing transformation journeys for our customers. Our collaboration with Adobe enables us to deliver contextual and relevant experience platforms for our customers.”

**S. Praveen Padala, Vice President, Enterprise Applications, Zensar commented,** “We are excited to participate in Adobe Summit. Our relationship with Adobe helps us deliver multichannel (Web, Mobile, Social, Offline, Interactive) solutions for our clients. Our cutting edge Digital commerce solutions integrated with Adobe Experience Manager provide distinctive advantage to our clients in accelerating their growth. We are showcasing solutions that will help create intelligent marketing initiatives for customers who are keen to leverage Adobe Marketing Cloud offerings.”

The company has made two strategic acquisitions in [Foolproof](#), one of the leading UK-based Customer Experience Design agencies and [Indigo Slate](#), a U.S.-based digital marketing strategy and design agency. These acquisitions have helped strengthen expertise and capabilities in user and market research, experience design, digital marketing strategy and design. [Zenlabs](#) has been set up as the innovation hub across multiple locations in India, the UK and the US; designed to build real-world, customer-focused solutions across next generation technologies.

Zensar will be showcasing the following suite of offerings:

### Experience-Led Transformation using Digital Experience Platform (DXP) Powered by Adobe Experience Cloud

- Ready-to-use plug and play framework using Adobe Experience Cloud to accelerate your digital transformation
- Scalable, flexible & CI/CD-enabled architecture to improve go-to market time





- Decoupled front-end experience using SOFEA architecture so you can focus on engaging experiences without worrying about backend
- Responsive solution for all devices to deliver Omnichannel experience

#### Omnichannel Bot Solution

- Contextual conversion across channels using voice and text
- Smart intuitive conversation using NLP
- Automated LIVE agent switching based on sentiment, conversation pattern and more.
- Prebuilt security, enterprise and helpdesk system integrations
- Out of the box conversation analytics dashboards

#### DXP Design Studio

- Launch your marketing campaigns within minutes using DXP Design Studio
- Build any type of site by scaffolding jump start sites and utilizing as boiler plate for further enhancements
- SPA sites with built in SEO and Channel Analytics
- User and Role Management Capabilities to on-board multiple business units simultaneously

Learn more by visiting <https://www.zensar.com/alliances/adobe-partnership>

#### **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 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.

#### **Follow Zensar via:**

Zensar Blog: <http://www.zensar.com/blogs>

Twitter: <https://twitter.com/Zensar>

LinkedIn: <https://www.linkedin.com/company/zensar-technologies>

Facebook: <https://www.facebook.com/Zensar>

#### **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 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.





For any queries please feel free to reach out:

|  |
|--|
| PR Contacts (Global)   |
| Aradhana Prabhu<br>Public Relations<br>Zensar Technologies<br>+91-9765999749<br>aradhana.prabhu@zensar.com |

**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.

