

Date: July 9, 2020

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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar featured in ISG's 2020 Digital Case Studies Book**".

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

Gaurav Tongia
Company Secretary

Encl. as above

Zensar featured in ISG's 2020 Digital Case Studies Book

Recognized for innovative digital transformation outcomes

San Jose, USA, July 9, 2020: [Zensar](#), a leading digital solutions and technology services company specializing in partnering with organizations across industries on their digital transformation journey, announced that it has been recognized by Information Services Group (ISG), a leading global technology research and advisory firm, for the important role Zensar played in two case studies featured in the 2020 ISG Digital Case Studies Book, *Scaling Digital: 25 Stories of Innovation*.

The ISG Digital Case Study Book is a compilation of 25 top case studies showcasing digital excellence, innovation and client success. The two cases featured describe Zensar's work with a U.K. based global oil & gas major and a South Africa based global leader in vehicle leasing and fleet management solutions. Zensar enabled both clients to reach their digital transformation initiatives successfully.

Commenting on the same, Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, "We have been focused on helping our global customers create compelling business outcomes by leveraging the inherent advantages offered by digital technologies. Our work is helping the customers featured in this exclusive compilation by ISG, clearly outlines our expertise in building robust, outcome driven digital strategies for these companies that have been able to transform their customer experience driving business growth."

Paul Reynolds, ISG partner and chief research officer, commented, "We received compelling customer success stories of digital transformation from many companies, and the ones we chose to showcase in our e-book displayed ingenuity, innovation and inspiration. Zensar's case studies demonstrate the value created for its customers with clear goals, processes and visible business impact."

Each of the digital transformation case studies published in the book was evaluated on the following criteria:

- **Uniqueness:** The provider's ability to help its clients think beyond the obvious in digital transformation and design the abstract.
- **Complexity:** Obtaining success while driving the design and delivery of complex digital solutions.
- **Impact:** The net business impact the transformation delivered to the end client.
- **Commitment to Client Success:** The provider's commitment to the success of its clients, as demonstrated through flexibility, collaboration, investments or commercial innovations.

More details on the case studies as below:

Case study 1

A global oil and gas major that worked with Zensar to transform their fleet management platform. The customer desired to move towards providing superior customer experience in a B2B context. To deliver on this commitment, the customer envisioned creating a mobile technology enabled customer-centric fleet management portal.

To bring this platform to market, Zensar and the customer team worked collaboratively to reimagine the entire end-to-end user journey covering design, development, integration and delivery to multiple customers across 39 markets.



Today, this solution is an enterprise solution with various features, modular components and localized configuration designed to enhance customer needs.

The key benefits included a decrease in time to market and cost to serve while increasing revenue concurrently.

Case Study 2

This company is a South Africa-based corporation recognized as the global leader in vehicle leasing and fleet management solutions. Its Fleet Management System, which is core to the company, was built on older technology. Zensar enabled the company to achieve customer centricity truly by developing and deploying a next-generation fleet management system. The new solution enabled enriched vendor and customer interfaces across several new business processes, and rules that could be well integrated with multiple other systems. Zensar also created multiple new intellectual properties in delivering this engagement, such as a configurable rule engine and region-specific report engine.

The solution was deployed globally across multiple locations. It has enabled the customer to embark on a digital transformation journey. The high availability and on-demand scalability of the new system resulted in significant infrastructure cost savings for them.

About ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to approximately 700 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs approximately 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

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 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 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

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 free 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 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.

