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**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled "*Zensar Recognized in ISG Provider Lens™ Digital Business Solutions and Service Partners U.S. 2019-20.*"

This is for your information and dissemination purpose.

Thanking you,  
Yours sincerely,

For **Zensar Technologies Limited**

  
Gaurav Tongia  
Company Secretary



## **Zensar Recognized in ISG Provider Lens™ Digital Business Solutions and Service Partners U.S. 2019-20**

**San Jose, North America, February 4, 2020:** Zensar, a leading digital solutions and technology services company that specializes in partnering with organizations across industries on their digital transformation journey, announced that it has been featured as a Leader in the ISG Provider Lens™ Digital Business Solutions and Service Partners U.S. 2019-20. Zensar has been recognized as a Rising Star USA for Digital Product Services Lifecycle Services-Midmarket and Blockchain Services-Emergent Providers.

This report focuses on assessment of 39 global service providers for the US quadrant across multiple service lines. The report includes a study of these companies across various parameters in the customer journey and experience. U.S. is at the forefront of customer journey enhancement capabilities with a global impact across various regions. The report highlights digital product lifecycle services from providers that offer digital product lifecycle services such as ideation, creation, and continuous delivery of updates that improve functionality and performance. The blockchain emergent provider's quadrant assesses a service provider's competence in consulting, designing, deploying and operating blockchain. IT service companies that have extended their application portfolio to include pragmatic uses of blockchain technologies are included in this quadrant.

**Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said,** "Customer journey and experience forms the core of a successful business. Globally, digital has disrupted the way customers behave and forms a key differentiator. Our acquired entities – Foolproof, a Design Agency who specialise in Human Experience through primary research and Indigoslate, a marketing technology services agency focused on Digital Marketing – Strategy and Branding capabilities. Our mention in this report highlights our initiatives in this space."

**According to Pedro L. Bicudo Maschio, Distinguished Analyst, ISG spokesperson,** "Zensar is going through a virtuous cycle of innovation and growth. The company has surprised us with a pragmatic approach to digital transformation, covering all the services we have selected for this year's research. We foresee a bright future for Zensar in the U.S. market."

**Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group, Zensar,** said, "Zensar's end-to-end Digital Services along with Next-Gen Platform Delivery capabilities make it a star performer in the Digital Lifecycle services category in the US mid-market segment. Our strong alliances with industry's leading technology companies equips us to deliver solutions that can enable customers stay competitive. With automation at its core application development, improvements and updates are faster, providing a dynamic digital product for clients."

Some of the key highlights of Zensar's in the digital lifecycle products mention is as follows

- Wide portfolio: Zensar has an end-to-end offering, integrating its Digital Fabric capabilities which include Cloud, IoT, Analytics, AI (core and domain aligned ML services) and Blockchain. It offers product-oriented delivery (pod) agile teams. Its digital marketing adds to its digital product lifecycle management.



- Advanced vision: Zensar is building platforms to support growth. Zensar Living AI provides AI as a service (AIaaS) for better customer experience. With preset AI services, application development, improvements and updates are faster, providing a dynamic digital product for clients. The platform accelerates projects and increases reusability. Zensar is working on other API or microservices-powered components, such as ZenSmartBlox that enables blockchain use case integration.
- Truly transformational agile: Zensar framework for agile transformation uses the best practices found in the industry, including tools and automation. The solution accumulates Zensar's vast experience and includes SAFe® to guide the organization's change. It provides robust governance for product owners, backlog prioritization, decision making and outcome measurement. These are supported by automation, DevSecOps and Certification for quality assurance.

Please visit the following links for the detailed report:

<https://www.zensar.com/insights/analyst-insights/zensar-recognized-isg-provider-lens™-digital-business-solutions>

#### **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.

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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 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:**

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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.

