



Date: February 4, 2022

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Symbol: ZENSARTECH

Series: EQ

Subject : 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. 2021*", which is being released to Press.

This is for your information.

Thanking you,

Yours sincerely,

For Zensar Technologies Limited

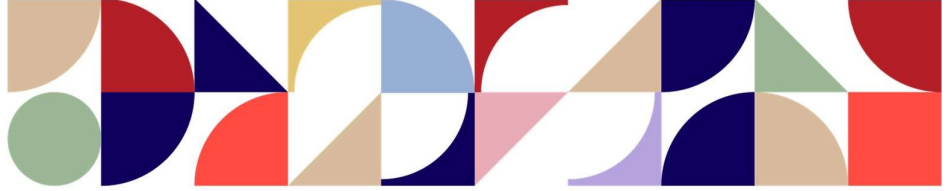
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Gaurav Tongia
Company Secretary

Encl. as above

An  **RPG** Company



Zensar Recognized in ISG Provider Lens[™] Digital Business Solutions and Service Partners U.S. 2021

Princeton, NJ, February 4, 2022: Zensar, a leading experience engineering company, is pleased to announce its dual recognition as Rising Star in Digital Customer Experience Services and Leader in Digital Supply Chain Transformation Services in the ISG Provider Lens[™] Digital Business Solutions and Service Partners U.S. 2021. The Digital Customer Experience Services quadrant assesses a provider's capabilities in developing customer journeys for businesses to meet continually-changing consumer needs. The Digital Supply Chain Transformation Services quadrant evaluates a provider's value delivering analytics, forecasting, demand and supply, and order management.

Ajay S. Bhutoria, CEO and Managing Director, Zensar, said, "Our inclusion in this report underscores our strategy and focus on building sustainable, human-centric customer experiences for our clients. As enterprises become increasingly reliant on digitalization, an experience-focused strategy enables them to remain competitive, relevant, and growth-oriented. We work closely with our global clients to bring intuitive experiences to the core of their operations."

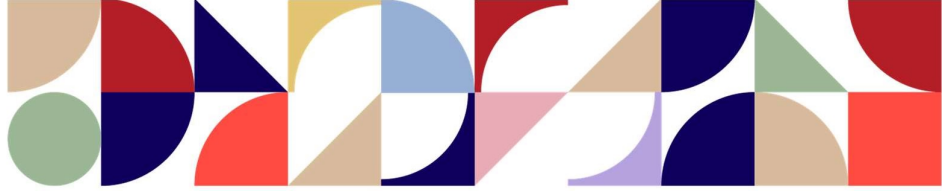
Tarun Vaid, Lead Analyst at ISG, a leading global technology research and advisory firm, stated, "Zensar has deepened its portfolio with the addition of AI to its digital transformation and experience design services. With its Shape IT-> Nail IT-> Scale IT framework, Zensar offers the right solution to address client needs."

Commenting on this announcement, Prameela Kalive, Chief Operating Officer, Zensar, stated, "In conversations with our clients, we see a dynamic shift in their consumer and end-user behavior. Our work in the customer experience space is led by our digital agencies, Foolproof and Indigo Slate. Our digital capabilities enable our clients to be prepared for dynamic market shifts, securing positive business outcomes. We are glad to have been included in this report as we continue to find new ways of bringing value to our global clients."

Key highlights from the Digital Customer Experience Services Quadrant:

- **Comprehensive offerings:** Zensar's research, experience strategy, creative, digital channels, digital marketing, enterprise experience, post-sales experience, employee engagement, CRM services, and platforms/frameworks deliver digital customer experience services.
- **Ruptive:** Zensar offers the world's first human experience innovation platform, designed to create dynamic personas, exceptional experiences, and a culture of innovation.
- **Multimodal experience platform:** Zensar's Digital Experience Accelerator (DEXA) platform helps reduce churn and drive client engagement, resulting in more conversions. The platform allows customers to communicate with brands using multiple modes, on a channel of their choice, or via numerous channels simultaneously.
- **Varied portfolio:** As-a-service options accelerate implementation and agility, providing specialized customer experience services and advanced technological accelerators.





Key highlights from the Digital Supply Chain Quadrant:

- **Proprietary framework:** Zensar leverages the Shape IT-> Nail IT-> Scale IT framework to arrive at the right strategy and solution for addressing needs such as transformation towards a microservice architecture that leverages next-generation architecture and tools. It has also developed the flexible foundation MDM layer to provide a golden data source for fulfillment, store, and order management.
- **Comprehensive portfolio:** Zensar's digital supply chain transformation portfolio includes strategy and consulting to define a strategy for building a new digital supply chain and warehouse management, personalized experience, and customer segmentation. It also offers build and rollout services to construct warehouse and order management systems as part of a robust fulfillment strategy.
- **Deep domain expertise:** Zensar's fulfillment practice is rooted in its deep domain expertise and experience in implementing solutions for some of the world's largest retailers and multi-channel companies, including building systems through market-leading products.
- **Supply chain test data automation and management tool:** Zensar provides its supply chain platform and solution, Sierra, a web/RF application test automation platform for warehouse management and order management systems with rich domain knowledge.

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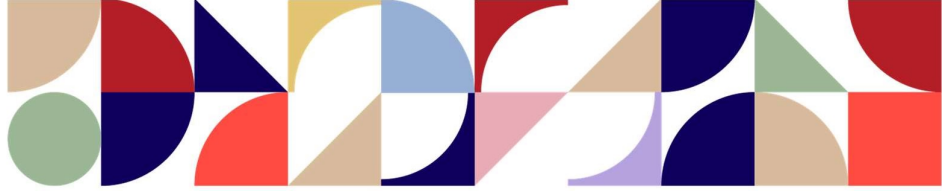
Facebook: <https://www.facebook.com/Zensar>

Catch our refreshed new website at: www.zensar.com

About RPG Enterprises (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 infrastructure, tires, pharmaceuticals, IT, and specialty industries.





For any queries, please reach out:

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Safe Harbour

Certain statements in this release concerning our future prospects are forward-looking statements that 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, 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.

