

**Date:** March 30, 2021

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**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled "*Zensar is an EMEA Gold Partner in the Adobe Solution Partner Program*".

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

  
Gaurav Tongia  
**Company Secretary**



Encl. as above

## Zensar is an EMEA Gold Partner in the Adobe Solution Partner Program

Pune, India, March 30, 2021: [Zensar](#), a digital solutions and technology services company that partners with global organizations on their digital transformation journey, announced that it is now an Adobe Experience Manager Specialized and Gold Partner in the Adobe Solution Partner Program. Zensar launched a collaborative solution, Digital Experience Accelerator (DEXA), last year.

**Ajay S. Bhutoria, Chief Executive Officer and Managing Director, Zensar, said,** “The ongoing global crisis has created a need for enterprises to offer superior digital customer experiences. Companies like Adobe are at the forefront, ensuring the digital user is connected and engaged through an immersive design experience.”

Adding further he said, “We are developing our design capabilities with our in-house design and marketing agencies, Foolproof and Indigo Slate. This partnership underscores our commitment to working closely with Adobe to offer differentiated solutions to our global clients.”

**Chaitanya Rajebahadur, Executive Vice-President and Head, Europe, Zensar, stated,** “Customer experience has played a pivotal role in creating value for our clients in these difficult times. This elevation in our partnership level with Adobe in the region underscores the compelling work done by Zensar and Foolproof, our design agency. We look forward to collaborating with Adobe experts to deepen our expertise in the region.”

**Commenting on this announcement, Abhishek Vanamali, Chief Marketing Officer and Head, Alliances said,** “Our relationship with Adobe has consistently grown in the past few years and we see a good synergy between their offerings and our capabilities. Together, we can offer valuable solutions that enable our clients to deliver deeply personalized, engaging end user experiences. We are excited to go to the next level in the Adobe Solution Partner Program and look forward to a mutually successful partnership.”

**Peter Cummings, Senior Director, Partners and Alliances, International at Adobe commented,** “Zensar has developed its expertise and understanding of our offerings by working with customers to deliver value. We consistently encourage companies to put customer experience as a key focal point in their strategy. We wish Zensar success and look forward to deepening our collaboration with their global customers.”

Zensar’s work with Adobe helps strengthen its end-to-end customer experience and digital marketing capabilities and demonstrates continuous commitment to helping clients on their digital transformation journey.

We remain committed to accelerating value for our clients through accredited Adobe solutions such as Digital Experience Accelerator (DEXA) and our recently developed Intermediary Enablement Platform (IEP) by digitalizing the customer onboarding process and delivering a seamless omnichannel experience.

Our approach to value-driven delivery over providing services will offer unique value proposition for our clients by:

- Enabling faster go-to-market with Adobe’s out-of-the-box features
- Driving deeply personalized brand and service experience to end customers, thereby increasing loyalty and NPS

- Ensuring self-driven, full stack, agile teams are focused on delivering business value
- Creating scalability with DEXA, our plug-and-play, industry-specific Adobe solution

**About ZenSar ([www.zensar.com](http://www.zensar.com))**

Zensar is a digital solutions and technology services company that partners with global organizations across industries to achieve digital transformation. With a strong track record of innovation, investment in digital solutions, and commitment to client success, Zensar’s comprehensive range of services and solutions help clients achieve new thresholds of business performance through client satisfaction, excellence in delivery, and innovation.

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Catch our refreshed new website at: [www.zensar.com](http://www.zensar.com)

**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 US\$ 4B. The group has diverse business interests in the areas of infrastructure, tires, pharmaceuticals, IT, and specialty industries.

**For any queries please feel free to reach out:**

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**Safe Harbor**

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

