



Date: May 26, 2022

BSE Limited

Corporate Service Department,
01st 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, 03rd floor,
Plot No. C/1, 'G' block,
Bandra Kurla Complex, Bandra (E),
Mumbai 400 051

Fax: (022) 26598237/26598238

Symbol: ZENSARTECH

Series: EQ

Subject: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar recognized as a Disruptor in Avasant's Retail Digital Services RadarView™ Report 2022-2023**", which is being released to Press.

This is for your information.

Thanking you,

Yours sincerely,

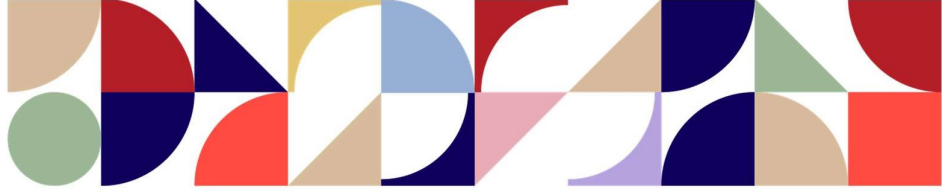
For Zensar Technologies Limited

Gaurav Tongia
Company Secretary

Encl. as above



An  **RPG** Company



Zensar recognized as a Disruptor in Avasant's Retail Digital Services RadarView™ Report 2022-2023

Pune, India, May 26, 2022: [Zensar](#), a leading experience engineering and technology solutions company, announced it has been recognized as a Disruptor in Avasant's Retail Digital Services 2022-2023 RadarView™ Report for its retail transformation projects with customer experience-led engineering, hyper-personalization, and IT modernization services. This report assesses companies that offer digital services to accelerate digital transformation through emerging technologies, AI and analytics, blockchain, cloud, cybersecurity, IA, and IoT across the retail value chain.

Commenting on this announcement, Ajay S. Bhutoria, CEO and Managing Director, Zensar, said, "The retail industry has been at the forefront of implementing digital technologies to deliver superior experiences. Our inclusion in this industry report for the first time is encouraging, as we have emphasized renewed focus, leadership, and emerging technologies for our clients. We will continue to focus on deepening our expertise for our global retail clients as they create new milestones in their digital transformation journey."

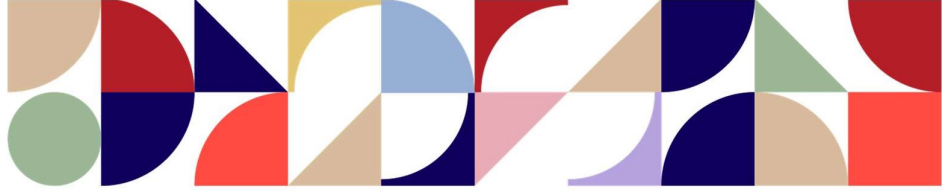
"Zensar is integrating its customer experience-led engineering and IT modernization services to assist retailers in their digital transformation journeys," **said Avasant's Research Leader, Pooja Chopra.** "Under its Return on Digital strategy, Zensar has developed a robust portfolio of industry-specific digital solutions such as Digital Experience Accelerator (DEXA) to enhance the customer experience and Digital Supply Chain to streamline inventory management and warehouse operations. Additionally, it has been investing aggressively in its existing research labs to develop differentiated solutions such as virtual/augment walkthroughs and strategic alliances with cloud platform and IoT providers."

"Specialization in customer engagement, supply chain, and online commerce has placed Zensar as a disruptor in Avasant's Retail Digital Services 2022–2023 RadarView," **Chopra added.**

Samir Gosavi, Senior Vice President and Global Head, Consumer Services, Zensar, said, "We are excited to be featured in this report as a Disruptor. Being recognized for our extensive digital offerings underlines the value we bring to our global retail clients. We work with some of the most future-led global retail brands. These brands are focused on delivering human-centric experiences, which is something that our design agencies—Foolproof and Indigo Slate—specialize in. We will continue to bring in new technologies and capabilities to help our clients maximize their digital transformation investments."

The report recognized Zensar in several key areas, including the following:

- Zensar has an extensive portfolio of services across the retail value chain
- Zensar maintains a strong emphasis on digital solutions to expand its market presence. Internal teams have developed multiple digital retail offerings and



platforms, such as digital supply chain, customer experience transformation, Demand Nova, and Smart Window.

- Zensar has differentiated its services with offerings like Digital Experience Accelerator (DEXA) and Infinity CRO, aimed at increasing conversion rates of online customers.
- Zensar is strengthening its portfolio with advanced solutions like blockchain-based ZenSmartBox, computer vision and natural language processing-driven sentiment analysis, and AR/VR-led immersive shopping experiences.
- At Zenlabs, the company's research and innovation lab in India, Zensar is developing cutting-edge innovations in AI, AR, IoT, deep learning, and blockchain. These innovations have direct relevance to the digital retail industry. For example, high-value extended reality solutions can enable virtual/augmented store walkthroughs, browsing experiences, and try-on sessions.
- Zensar continues to leverage strategic partnerships and alliances to deliver maximum business impacts for clients.
- Zensar has prioritized acquisitions based on three key parameters: capability enhancement, increased access to skills, and market access. In 2021, the company acquired M3Bi, which enhances its capabilities in data engineering, analytics, and AI/ML.

Zensar enables digital transformation across the retail value chain with customer experience-led engineering, hyper-personalization, and IT modernization services. With its deep domain expertise and industry-leading solutions, the company helps retail and consumer organizations improve efficiency and profitability while advancing their digital transformation goals.

For more information: <https://zensar.com/retail-and-consumer-services>

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.

Follow Zensar via:

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

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

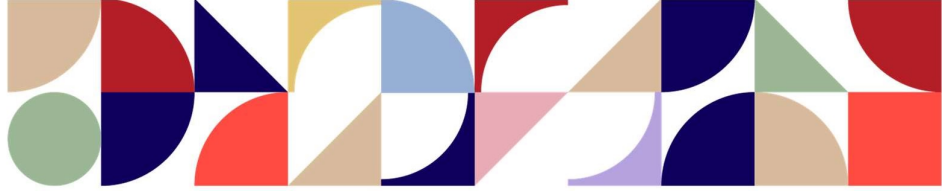
LinkedIn: <https://www.linkedin.com/company/zensar-technologies>

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

Check out the refreshed website: 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 the areas of infrastructure, tires, pharmaceuticals, IT, and specialty industries.



For queries, please contact:

Media Contact
Aradhana Prabhu Public Relations Zensar Technologies aradhana.prabhu@zensar.com

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.