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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.K. 2019-20*".

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

  
Gaurav Tongia  
**Company Secretary**



Encl. as above

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

**London, United Kingdom, March 5, 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.K. 2019-20. Zensar has been recognized as a Rising Star UK for Customer Journey Service Providers.

One of the quadrants in this report assesses a service provider's portfolio and capacity to deliver business model innovation, enabling enterprises to build competitive differentiation in today's digital economy. These providers design the interaction between an ideal customer (or persona) and a product or brand. The design process involves technology experts, sales, marketing, designers and clients in a collaborative process.

**Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said,** "One of the critical factors in determining success for today's enterprises lies in the customer experience offered to users and consumers. Our acquired entity, Foolproof, an expert in Human Experience strategy and design, works with global companies to deliver compelling customer journey success stories. Being featured in this report highlights the faith our customers place in our capabilities."

**According to Akhila Harinarayan, Lead Analyst, ISG,** "Zensar offers its own Digital Experience Platform (DXP) with its reusable platforms that ease customer journey delivery. Through its acquisition of Foolproof, a U.K.-based customer experience design agency, the company added deep expertise in customer experience design and a marquee client base."

**Chaitanya Rajebahadur, Executive Vice-President and Head, Europe, Zensar commented,** "Our mention in this region-specific report underlines the in-house capabilities of Foolproof, our design and CX experts. Our customers consider us to be their trusted partners in their aspiration of providing successful customer experiences to their audience."

ISG highlighted three strengths that marked Zensar out as a rising star in the UK market:

**Global platform:** Zensar's own Digital Experience Platform (DXP) was recognised as an asset that accelerates Digital Experience Transformation for global customer enterprises across industry verticals.

**Acquisition of Foolproof:** Zensar's acquisition of Foolproof, one of the UK's leading experience design agencies – added service offerings which include user experience strategy and vision setting, product and service design, customer journey mapping, design research, UI design and digital delivery.

**AI offerings for customer engagement:** Zensar was commended for building strong AI offerings with its Experience Design Research (EDR) framework and Rapid Risk-Free (R2F) Frameworks, enabling clients to embark on legacy transformation initiatives at both speed and scale.



**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.

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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.

