

Date: January 29, 2019

BSE Limited

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Scrip Code: 504067

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Symbol: ZENSARTECH
Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar named as a Major Contender in the Everest Group Digital Services PEAK Matrix™ Assessment 2019**".

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For Zensar Technologies Limited


Gaurav Tongia
Company Secretary

Encl: As above





**Zensar named as a Major Contender in the Everest Group Digital Services PEAK Matrix™
Assessment 2019**

The company's innovative digital and customer experience services portfolio recognized in the report

Pune, India, January 29, 2019: Zensar, a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their digital transformation journey, has been positioned as a Major Contender in the 'Everest Group Digital Services PEAK Assessment Matrix 2019: Design and Innovation to Power the Next Wave of Digital'. Zensar is one of the of 24 digital service providers featured in the report. Companies were scored on their service focus, key IP solutions, domain investment, along-with customer success stories.

Sandeep Kishore, **Chief Executive Officer and Managing Director, Zensar stated**, "Digital is one of our fastest growing business and our mention in this industry leading report underlines our digital expertise and offerings. We are a digital partner of choice for many global companies who depend on our expertise to help them with their digital transformation. We are focused on enhancing our digital offerings across a broad spectrum enabling our global customers leverage maximum returns from our Return on Digital NeXT (New and Exponential Technologies) approach."

According to Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group, Zensar, "Our digital capabilities are focused on helping our customers drive business transformation and differentiate themselves in the market. Customer experience led digital transformation is need of the hour today for every enterprise. Our mention in this report communicates our expertise in this area."

Zensar's digital services practice covers digital experience, commerce solutions, digital marketing, big data & analytics, cloud, CRM and cyber security. All digital solutions are designed to transform the businesses of customers. Key outcomes include improved end-customer experiences, enhanced customer engagement, customized experiences, quicker go to market capability and a seamless implementation with visible impact on customer business.

Zensar's recent acquisitions have strengthened its digital capabilities. Foolproof, a UK based design agency delivers integrated services for customers by designing experiences through customer insights and delivering those experiences seamlessly across digital channels. With the acquisition of Indigo Slate, a US based integrated marketing agency, Zensar offers holistic digital marketing capabilities. Keystone's Digital Supply Chain capabilities deliver omni-channel experience for global retail and consumer companies. Zenlabs is the company's innovation centre that is investing in research and creating solutions with next Gen technologies like AI, IoT, Blockchain, Machine Learning etc.

About Zensar (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)

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.

