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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar brings "Experience-Led Digital Transformation" to Adobe Summit EMEA 2019**".

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Zensar brings “Experience-Led Digital Transformation” to Adobe Summit EMEA 2019

London, May 13, 2019: [Zensar](#), a leading digital solutions and technology services company that specializes in partnering with organizations across industries on their digital transformation journey, announced today that it will showcase its Human-Centred approach to Digital Transformation at the **Adobe Summit EMEA , London, on May 15-16th , 2019**. Attendees can participate in a series of interactive [Design-thinking Workshops](#) specially curated for this audience/event.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, “We are excited to showcase our Experience-Led Digital solutions at the Adobe EMEA Summit. One of the key components of our Return on Digital® NeXT (New and Exponential Technologies) strategy centers on Human Experience and how that can help address business challenges.”

According to Chaitanya Rajebahadur (Chai), Senior Vice President and Head, Europe, Zensar, “We do see rising interest in the region amongst companies wanting to leverage Experience Design to generate outcomes. We are leveraging the power of Adobe solutions, combined with Zensar’s proven capabilities in Experience Design and build, AI and machine learning, to deliver a positive impact on our client’s digital channels and marketing objectives.”

Commenting on the same, Peter Ballard, Co-founder Foolproof, a Zensar company said, “More and more organisations are looking to gain competitive advantage through delivering superior customer and employee experience, and human-centred design lies at the heart of this. Digital transformation starts with people rather than technology, and we’re here at the Adobe Summit to help businesses solve real world customer problems.”

Global organisations are facing challenges due to the lack of clear outcomes from digital investments. To remain competitive and relevant, they need to accelerate the innovation with digital. The series of [interactive design-thinking workshops](#) at the event will showcase how bringing together Human-centred design, Smart Platforms, and AI can deliver better outcomes for clients and their customers.

Details on workshops:

- [Design for change](#) where participants will learn the principles and tactics for unlocking Digital Experience at speed
- [Practical personalisation](#) – a practical exploration of the tools and techniques of personalisation from leading Adobe experts.
- [Artificial Intelligence](#) - An AI and bot workshop to explore ways to leverage the power of AI within CX and Marketing strategies to drive higher customer engagement and loyalty.

Zensar will be showcasing the following suite of offerings:

Experience-Led Transformation using Digital Experience Platform (DXP) Powered by Adobe Experience Cloud

- Ready-to-use plug and play framework using Adobe Experience Cloud to accelerate your digital transformation
- Scalable, flexible & CI/CD-enabled architecture to improve go-to market time
- Decoupled front-end experience using SOFEEA architecture so you can focus on engaging experiences without worrying about backend
- Responsive solution for all devices to deliver Omnichannel experience

Omnichannel Bot Solution

- Contextual conversion across channels using voice and text
- Smart intuitive conversation using NLP
- Automated LIVE agent switching based on sentiment, conversation pattern and more.
- Prebuilt security, enterprise and helpdesk system integrations
- Out of the box conversation analytics dashboards

DXP Design Studio

- Launch your marketing campaigns within minutes using DXP Design Studio
- Build any type of site by scaffolding jump start sites and utilizing as boiler plate for further enhancements
- SPA sites with built in SEO and Channel Analytics
- User and Role Management Capabilities to on-board multiple business units

[Foolproof](#), a Zensar company is one of the leading UK-based Customer Experience Design agencies and [Indigo Slate](#), a Zensar company is a U.S.-based digital marketing strategy and design agency. Zensar brings expertise and capabilities in strategy, design research, experience design to its global customers. Zenlabs has been set up as the innovation hub across multiple locations in India, the UK and the US; designed to build real-world, customer-focused solutions across next generation technologies.

Register for the Interactive Design Thinking Workshops, by visiting <https://adobe-summit.foolproof.co.uk/>
Learn more by visiting <https://www.zensar.com/alliances/adobe-partnership>

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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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.



For any queries please feel free to reach out:

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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.

