

Date: June 11, 2020

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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Indigo Slate, a Zensar company, Launches Everywhere Experiences - a timely solution for enterprises looking to create virtual events and experiences**".

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

Gaurav Tongia
Company Secretary



Encl. as above

Indigo Slate, a Zensar company, Launches Everywhere Experiences - a timely solution for enterprises looking to create virtual events and experiences

San Jose, CA, June 11, 2020: [Indigo Slate](#), a [Zensar](#) company, which is a digital solutions and technology services company that specializes in partnering with global organizations on their digital transformation journey, announced the launch of [Everywhere Experiences](#) customized digital events. Enterprises have always relied on the power of events and workshops to keep teams together and build new business opportunities. This has been disrupted by the current pandemic, giving rise to virtual events and experiences. Everywhere Experiences brings together the ability of Indigo Slate's end to end conceptualization, consultation, design, and content strategy with the technology implementation capability by Zensar.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar, said, *"We are all citizens of a new world where businesses need to reinvent their strategies to mitigate the impact of Covid-19. Everywhere Experiences has been devised to continue building immersive digital experiences which are as personalized and focused as a physical event." He further added, "Our customers are looking for new and innovative ways to harness the power of digital solutions and we are confident that Everywhere Experiences is the future of how events will be organized going forward."*

Commenting on this launch, Abhishek Vanamali, Chief Marketing Officer, Zensar said, *"One of the key drivers of high-impact marketing strategies are business events. As the new reality seeps in, marketers are looking for ways to replace the physical event experience with a better, more inclusive, cost-effective and flexible alternative. Everywhere Experiences is designed to address marketers needs who must look at ways to continue with their marketing efforts with digital ideas. Everywhere Experiences is all about creating hyper-personalized and immersive experiences for the audience, bringing them together from anywhere virtually, and building new interactive digital connections."*

Features and benefits of Everywhere Experiences include:

- Cost effective – Digital events are all about managing on reduced budgets as the expense is managed better
- Customized events – The entire event can be completely customized from the look, feel, design and experience. The event can be on-demand, a webinar, live streaming or experiential – the team can create a complete offering
- Scalable – A digital event is very flexible unlike physical ones, one can cater to a niche or a larger audience, from any geography
- Inclusive – As the audience can join from anywhere even from the comfort of their homes, it becomes a highly inclusive platform for varied teams to come together
- Interactive - Unlike physical events where attendees may not get to interact with everyone, in the virtual digital event, with the Everywhere Experiences framework, you can bring in a very interactive aspect to the event
- Immersive experience – It is always about the experience and the digital event is about immersive experience and valuing your audience by offering them an unforgettable experience delivered through digital channels
- Environment friendly - Digital events are a great alternative to protect our planet as there is no travel involved

To learn more about Everywhere Experiences please visit <http://zensar.com/everywhere-experiences>

[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 strong track record of innovation; credible investment in digital solutions; and assertion of commitment to a client's success, Zensar's comprehensive range of digital and technology services and solutions enables its customers to 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 clients surpass challenges around running their existing business most efficiently and to help in their legacy transformation and plan for business expansion and growth through innovative digital solutions.

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[About RPG Enterprises](#)

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of US\$ 4 Billion. 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 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 unauthorised 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.

