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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar expands its strategic initiatives with Adobe**".

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

Gaurav Tongia
Company Secretary

Encl. as above

Zensar expands its strategic initiatives with Adobe

Launches its collaborative solution- -Digital Experience Accelerator- (DEXA)

Pune, India, May, 21, 2020: [Zensar](#), a leading digital solutions and technology services company that specialises in partnering with global organisations on their digital transformation journey, announced that it has further extended strategic initiatives with Adobe. A Silver-level partner in the Adobe Solution Partner Program with an Adobe Experience Manager specialization, Zensar now has an Adobe Accredited Partner Solution for Adobe Experience Cloud applications. Zensar will leverage its Digital Experience Accelerator(DEXA) to expedite clients' digital transformation journeys and meet their rapidly evolving customer expectations.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar, said, "Adobe is leading the way when it comes to creating real-time personalized user experiences, setting the tone for futuristic marketing using next-gen technologies like AI and personalization. Having an Adobe Accredited Partner Solution will bring unique value to our clients combined with our specialized design and marketing experience capabilities in Foolproof and Indigoslate. I am confident that this synergy will bring enhanced value and innovation to our customers."

According to Adam Egbert, Head of Adobe Solution Partner Program, "Globally, enterprises are reimagining the way they interact with their customers and using digital to unify their end-to-end customer experience. We look forward to working with the Zensar team to continue to elevate the quality of solutions we deliver to our joint clients."

According to Prameela Kalive, Chief Operating Officer, Zensar, "Our collaboration with Adobe is focused on delivering unified customer experiences for enterprises. Our joint solution, DEXA, is designed for large companies which are looking to create intelligent and customer-centric experiences as a strategic differentiator to remain ahead in a disruptive marketplace."

Zensar's Digital Experience Accelerator (DEXA) was created using Adobe Experience Cloud solutions. DEXA's plug and play architecture makes it simple for B2B, B2C and B2B2C businesses to adopt it at any point during their transformation journey to power experience creation, marketing, advertising, analytics and commerce.

Its prebuilt components, predefined KPIs and dashboards, use cases and innovative solutions enable organizations to kickstart their transformation journey from Day 1. It leverages out-of-the-box capabilities of Adobe Experience Cloud applications to build a seamless multi-solution architecture that is scalable, extendable, and improves go-to market time and operational efficiency. The focus is on creating a seamless journey as customers switch from one channel to another, addressing their needs consistently throughout the value chain.

- Decoupled front end experience with SOFEA
- Scalable, flexible & CICD enabled architecture
- Improved engagement, conversion rate & reduced churn

[About Zensar \(www.zensar.com\)](#)

Zensar is a leading digital solutions and technology services company that specialises in partnering with global organisations across industries on their Digital Transformation journey. A technology partner of choice, backed by strong track-record of innovation; credible investment in Digital solutions; assertion of commitment to client's success, Zensar's comprehensive range of digital and technology services and solutions enable 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 them surpass challenges around 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

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 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.