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BSE Limited

Corporate Service Department,
01st Floor, P. J. Towers,
Dalal Street,
Mumbai 400 001

Fax: (022) 2272 2039/2272 3121

Scip ID: ZENSARTECH

Scip Code: 504067

The National Stock Exchange of India Ltd.

Exchange Plaza, 03rd floor,
Plot No. C/1, 'G' block,
Bandra Kurla Complex, Bandra (E),
Mumbai 400 051

Fax: (022) 26598237/26598238

Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "***Zensar and Keystone Logic, a Zensar company bring retail solutions of the future to Manhattan Associates Momentum 2019***".

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary





Zensar and Keystone Logic, a Zensar company bring retail solutions of the future to Manhattan Associates Momentum 2019

Keystone Logic, a Zensar company is a Manhattan Associates Gold Partner

Phoenix, Arizona, USA, May 21, 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 Keystone Logic, a Zensar company is a Gold sponsor at the [Manhattan Associates Momentum 2019 Conference](#) taking place in JW Marriott, Phoenix Desert Ridge Resort & Spa – Arizona from May 20-23, 2019. Visitors will get the opportunity to see retail solutions built using Artificial Intelligence, IoT, hyper-personalization and smart omnichannel fulfilment.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, “The retail industry has been at the forefront of implementing digital technologies. Our Return on Digital® NeXT (New and Exponential Technologies) retail solutions are in line with what companies are looking to provide satisfying experiences to their shoppers.”

According to Malay Verma, Executive Vice-President and Head, BFSI and Retail, US Zensar, “Today’s retailer is looking for an eco-system which caters to the rapid changes prevalent to this industry. Our solutions are designed to create a seamless shopping experience, by leveraging the inherent benefits of digital technology. We work some of the largest retailers in the US and bring that experience to the show.”

Visitors to the Zensar booth will be able to learn more on the following suite of offerings:

1. Omnichannel Fulfilment- With the mantra of enabling customers to buy anywhere and fulfil the order from everywhere, we are bringing our experience of 100+ OMS/WMS implementations to save costs incurred per package, increase orders processed, reduce delayed deliveries and improve forecasting accuracy for retailers
2. Artificial Intelligence- With AI spanning into every aspect of retail, our solutions focus on AI driven customer shopping journey and retail platforms including ZEVA- Retail Chatbot, SMART I- Vision AI Platform, Smart Entity Recognition and Intelligent Character Recognition.
3. IoT- Revolutionizing the store solutions, Zensar’s IoT enabled retail solutions include Smart Cart, Smart Shelf, Smart Store and Smart Window, demos of which will be showcased at the event
4. Data driven hyper personalization-What better to increase customer affinity than to tell the consumers what they want before they know it themselves. Zensar’s big data and predictive analytics based solutions work on customer segmentation, data unification, customer journey mapping while maintaining privacy to provide consumers a delightful experience

Solutions in focus include:

- Smart Store as a solution platform offers 2 point solutions - Smart Shelf Twin and Smart Cart and have other use cases mainly related to Inventory management, Store operations and Customer Experience. This solution will act as Solution platform for Retail clients and will be deployed on customer’s choice of platform including PTC ThingWorx, AWS IoT Platform and Azure IoT Platform.
- Smart Window solution enables customers to browse through various categories of items simply with a hand gesture without physically having to move around the store. It details product features,





color/size/material options, product availability and suggested alternatives all based on audio commands from the user providing a superior customer experience

Learn more about Zensar's retail solutions by visiting <https://keystoneologic.net/> and <https://www.zensar.com/solution/digital-supply-chain>

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.

For any queries please feel free to reach out:

PR Contacts (Global)
Aradhana Prabhu Public Relations Zensar Technologies +91-9765999749 aradhana.prabhu@zensar.com

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.

