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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar partners with Aptos to deliver next-gen retail innovation.**"

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary





Zensar partners with Aptos to deliver next-gen retail innovation

Princeton, NJ, USA, August 20, 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 has collaborated with Aptos, a recognized market leader in retail technology solutions, to support Aptos' development of next-gen cloud applications. With over 1,000 retail brands in 65 countries leveraging Aptos technology, the software vendor will utilise Zensar's expertise in digital solutions and services to accelerate and extend its research and development and professional services capabilities.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, "Today's retailer wants to be digital-first, future-ready. Our collaboration with Aptos is focused on enabling retail transformation, which is being led by what the consumer wants. Zensar is proud to partner with Aptos, one of the largest software vendors focused exclusively on retail, to empower retailers on their innovation journeys."

Commenting on the announcement, Sam Addeo, Aptos' Chief Development Officer said, "In the last few years, Aptos has doubled the number of customers we serve. There is tremendous demand for our world-class, end-to-end retail software and services as retailers transform their businesses for omnichannel. To meet this demand, and to accelerate innovation, we selected Zensar as a strategic business partner. In Zensar, we see a strong fit in their retail domain expertise, and their capability in co-developing digital-first solutions."

According to Malay Verma, Executive Vice-President and Head, BFSI and Retail, US Zensar, "Aptos is at the forefront of bringing about change and speed to the way retail business is evolving. Our work with Aptos is in line with both companies coming together with the shared objective of accelerating digital transformation of retailers."

As the Zensar and Aptos partnership moves forward, Zensar will support Aptos' ability to deliver key benefits which every future centric retailers looks for. Some of the key business benefits retailers can experience are as follows:

- Cloud-centric platform-this provides cost-effectiveness, scalability to meet future needs with next generation cloud architecture/framework
- Omnichannel- today, it is essential to be where the customer is to be relevant and competitive. The omnichannel experience is seamless, keeping the customer at the centre of all operations and decisions
- Mobile-first -helps to stay ahead of the digital customer who wants everything in the now
- Speed in operations-today and tomorrow's retailer needs to be a step ahead of its customer. Ability to scale operations quickly and timely
- Retail know-how- the solution is customised to suit any retail environment, making it easy to deploy, monitor and implement

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

About Aptos "Engaging Customers Differently"

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently – by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that Engaging Customers Differently™ is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry's most comprehensive omni-channel





solutions, and to fostering long-term relationships built on tangible value and trust. More than 1,000 retail brands rely upon our Singular Commerce™ platform to deliver every shopper a personalized, empowered and seamless experience...no matter when, where or how they shop. Learn more: www.aptos.com

Follow Aptos on Twitter [@Aptos_Retail](https://twitter.com/Aptos_Retail)

Aptos, the Aptos logo, "Engaging Customers Differently" and "Singular Commerce" are trademarks of Aptos, Inc.

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:

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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.

