

Date: July 29, 2021

BSE Limited

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Scrip Code: 504067

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Symbol: ZENSARTECH
Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar reveals its new brand identity**".

This is for your information and dissemination purpose.

Thanking you,

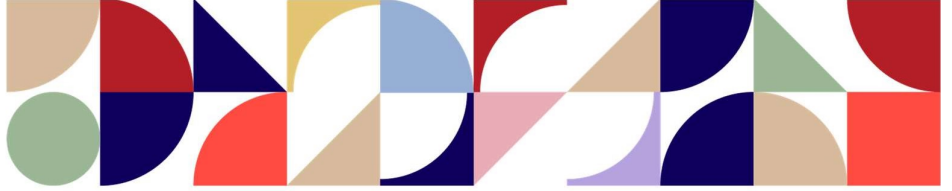
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Encl. as above



Zensar reveals its new brand identity

Design symbolizes smart connections that lead to fresh directions for clients

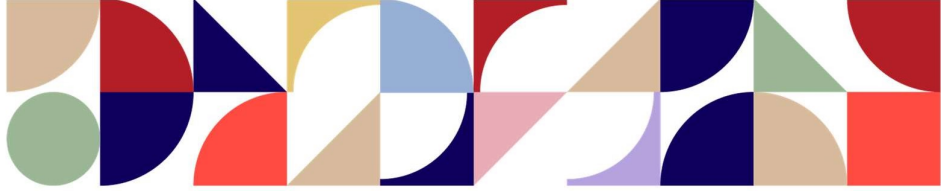
Pune, India, July 29, 2021: [Zensar](#) Technologies, a leading experience engineering and technology solutions company unveiled its new brand identity that reflects its new go to market strategy and vision. The new identity, while marking the new engineering-centric strategy, continues to underscore Zensar's strong foundation of innovation, customer centricity and award-winning people-first culture. The new design language is sophisticated and contemporary, heralding an organization with renewed focus and energy for employees and clients of today and tomorrow. Zensar's first major rebrand in almost two decades comes on the back of strategic investments in building capabilities that help businesses take disruptive experiences and products to market with velocity.

Commenting on this announcement, Harsh Goenka, Chairman of RPG Enterprises and Zensar Technologies, said, "The new Zensar is at the cusp of an exciting future that will bring enhanced value and sustainable growth for its clients, investors and its people. The new identity symbolizes a modern, agile and vibrant Zensar ready to take on greater challenges. Our clients can look forward to an innovative partner that brings the power of engineering to turn ideas into winning products and experiences"

Ajay S. Bhutoria, Chief Executive Officer and Managing Director, Zensar Technologies stated, "It is a great time to be at Zensar. Not only have we outlined a robust strategy through our well-defined SGOs (strategic growth opportunities) around experience, engineering, cloud and data, but we have further reinforced our market positioning by launching a fresh, exciting and bold new brand identity. Our focus as an organization has always been to create a fun, inclusive and empowering place for the best talent in the world, build smart connections through collaboration and innovation and enable fresh directions for our clients. Now, with the power of agile software engineering, coupled with data-driven insight and cloud-native platforms, our clients can move towards fresh directions with purpose and velocity."

"These are exciting times at Zensar, as we unveil our new brand entity, which embodies our new strategy and vision for today and tomorrow. Zensar is at a stage where we are ready to take that firm leap into a new way of thinking, working and being. Driven by a strong cultural foundation, our new visual identity is in line with our new narrative around velocity. As Zensar gears itself for its next phase of growth, the meshing of the new brand and strategy will propel us to create more cohesive impact for our clients, partners as well as attract the best talent," ***commented Abhishek Vanamali, Chief Marketing Officer, Zensar Technologies.***

Zensar has been focused on driving our clients' digital transformation agenda since the past few years. As businesses' own understanding of digital transformation matures, we have continually updated our competency, partnerships and service offerings. Today, in a thoroughly changed world, the true benefits of Digital Transformation, Agility and Velocity have come to the fore. Enterprises around the world have realized that true digital transformation begins with the customer but happens at all levels of the organization. True velocity can only be achieved when enterprises embrace the power of engineering, data and cloud to deliver winning products and experiences. Our new brand is about Speed +Direction=Velocity. Our experience-led engineering services, enabled by our cloud capabilities, with data driven thinking helps enterprises bring their products and platforms to life fast, while being aligned to



customer experience needs, integrated with current technology environments. Our strategic approach is geared to enable Enterprise Velocity through our integrated services.

Design Decoded

The new logo and the visual design system derive its strength from connecting modular components that come together to create something magical. The Z motif on the logo is a combination of the three fundamental shapes of circle, square and a triangle. The grid system is composed of multiple components that harmonise and work together to create dynamic visuals. The modular nature of the system is infinitely flexible and can adapt itself to any space or application. This spirit of interconnectedness and flexibility with the ability to bring value to any situation is how it echoes the direction we are taking in terms of strategy and market approach.

About Zensar (www.zensar.com)

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity. With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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Catch our refreshed new website at: www.zensar.com

About RPG Enterprises (www.rpggroup.com)

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of US\$ 4B. The group has diverse business interests in the areas of infrastructure, tires, pharmaceuticals, IT, and specialty industries.

For any queries please reach out:

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Safe Harbor

Certain statements in this release concerning our future prospects are forward-looking statements which involve a number of underlying identified / non identified risks and

uncertainties that could cause actual results to differ materially. This release and other statements – written and oral –that we periodically make contain forward-looking statements that set out anticipated results based on the management’s plans and assumptions. However the same are subject to risks and uncertainties, including but not limited to, our ability to manage growth; fluctuations in earnings /exchange rates; intense competition in IT services including factors affecting cost advantage; wage increases; ability to attract and retain highly skilled professionals; time and cost overruns on fixed price, fixed-time frame or other contracts; client concentration; restrictions on immigration; our ability to manage international operations; reduced demand for technology in our service offerings; disruptions in telecommunication networks; our ability to successfully complete and integrate acquisitions; liability for damages on our service contracts; government measures in India and countries where our customer operate, withdrawal of governmental fiscal incentives; economic downturn in India, and/or around the world, political instability, legal restrictions on raising capital or acquiring companies; and unauthorized use of intellectual property and general economic conditions affecting the industry.

In addition to the foregoing, global pandemic like COVID-19 may pose an unforeseen, unprecedented, unascertainable and constantly evolving risk(s), inter-alia, to us, our customers, delivery models, vendors, partners, employees, general global operations and may also impact the success of companies in which we have made strategic investments, demand for Company’s offerings and the onshore-offshore-nearshore delivery model.

The results of these assumptions made relying on available internal and external information are the basis for determining the carrying values of certain assets and liabilities. Since the factors underlying these assumptions are subject to change over time, the estimates on which they are based, are also subject to change accordingly. These forward-looking statements represent only the Company’s current intentions, beliefs or expectations, and any forward-looking statement speaks only as of the date on which it was made. The Company assumes no obligation to revise or update any forward-looking statements, whether as a result of new information, future events, or otherwise.