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Symbol: ZENSARTECH
Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar Recognized as a Disruptor in Avasant's Intelligent Automation Services RadarView 2019-2020 Report.**"

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Zensar Recognized as a Disruptor in Avasant' s Intelligent Automation Services RadarView 2019-2020 Report

Pune, January 30, 2020: Zensar, a leading digital solutions and technology services company that specializes in partnering with organizations across industries on their digital transformation journey, announced it has been recognized as a **disruptor in Avasant' s Intelligent Automation Services RadarView 2019-2020 Report**. The report is aimed at helping enterprises understand the upcoming evolution of this space and the critical role that service providers play in this ecosystem. It also assesses the implementation services providers that are emerging as strategic partners on enterprise Intelligent automation (IA) journeys. The adoption of Intelligent automation (IA) technology is increasing across geographies and industries. Most enterprises have derived business value from robotic process automation (RPA) implementations, and are now increasing their automation quotient by embarking on automating business-critical processes by leveraging artificial intelligence and machine learning.

The Intelligent Automation Services RadarView 2019-2020 Report by Avasant evaluated 45 providers through a rigorous methodology across key dimensions of practice maturity, investments and innovation and industry development to recognize 24 providers that brought the most value to the market over the last 12 months.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, “We have pivoted from a ‘Living Digital’ organization to a ‘Living AI’ one to enable our customers leverage future-centric technologies today. Our recognition in this Avasant report propels us to delve deeper into this fast-growing area of focus for enterprises.”

Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group commented, “Our Automation Centre of Excellence (CoE) focuses on providing scalable automation strategies to global enterprises looking to improve their operational effectiveness and leverage their talent more strategically. Our mention in this report underlines our successful customer implementations worldwide and our capabilities.”

Swapnil Bhatnagar, Research Director, Avasant remarked “As the enterprise adoption of intelligent automation in business-critical and judgment-intensive processes is increasing, it has become incumbent for service providers to augment their automation suite with cognitive capabilities. Based on our assessment, Zensar has taken a unique approach to address this by investing in in-house machine learning capabilities that are embedded in its process bots. Furthermore, it is conducting applied research through its Zenlabs program to identify and develop innovative use cases for the application of cognitive capabilities. This approach, coupled with a robust pipeline of solutions around conversational AI engine and facial recognition, has made Zensar a disruptor in Avasant' s Intelligent Automation Services RadarView for 2019-2020.”

One of the key criteria on the inclusion of Zensar in this report is its significant digital focus, and its in-house accelerators to automate internal processes and develop client offerings leveraging AI / ML technologies. There is a focused investment. There is focus on internal and external training and



certifications given to teams to keep them abreast with the latest technologies. The existing partnership ecosystem, especially RPA (Robotic Process Automation) tools and cloud platform providers, is of specific focus to enable the team to have access to machine learning and artificial intelligence capabilities.

Key highlights of Zensar's Automation CoE includes:

- Zensar utilizes an automation-based strategy and continues to enable advanced workplace automation for enhanced user experience through its intelligent managed services platform.
- Zensar has integrated cognitive capabilities to its process bots (finance, HR) by building in-house ML algorithms on open-source platforms.
- Zensar is driving innovation through Zensar AIR Labs which is focused on improving customer experience through predictive analytics, improving core processes and functional areas through ML and advance data science, and advancing the impact of AI in new applications through applied research.
- Within a short span, Zensar has built a sizeable team of professionals that includes data scientists, data architects, researchers (PhDs), technologists, strategists and product engineering teams
- Zensar has embarked on Techtonic, which is helping every single Zensarian upskill on automation and experience the workplace from automating the routine tasks

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.

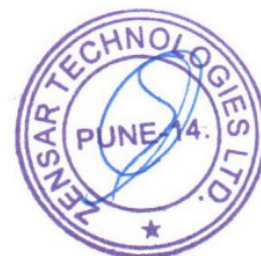
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About RPG Enterprises (www.rpggroup.com)

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.

