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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "*Zensar Ranked Disruptor in Avasant's Digital CX and CRM 2020 RadarView™ Report*".

This is for your information and dissemination purpose

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

Gaurav Tongia
Company Secretary

Encl. as above

Zensar Ranked Disruptor in Avasant's Digital CX and CRM 2020 RadarView™ Report

Pune, India, February 12, 2021: [Zensar](#), a leading digital solutions and technology services company, announced its recognition as a Disruptor in Avasant's Digital CX and CRM Services 2020 RadarView™ report. Zensar, along with its digital marketing entities, Indigo Slate and Foolproof offer broad-based digital experience (DX), customer experience (CX), and CRM services across its consulting and cloud services.

Ajay S. Bhutoria, Chief Executive Officer and Managing Director, Zensar, said, "Global businesses are accelerating their digital transformation processes and revisiting their customer experience strategies in the wake of the pandemic. Being featured in this report is in line with our client-driven approach of providing market-leading customer experience and digital experience expertise through our US- and UK-based agencies, Indigo Slate and Foolproof, respectively."

Shwetank Saini, Research Leader, Avasant stated, "The pandemic resulted in changing consumer behaviours with a significant increase in the use of digital services. Enterprises have also responded to this change by focusing on replicating the offline experience in digital channels. Zensar has understood this fundamental shift and has revamped its service offerings to enable its customers drive interaction and experience through digital properties, personalization, and immersive, contactless services."

"Its Digital Foundation Services create differentiation in the market by integrating multiple facets of business transformation. It defines Digital Value Streams based on customer-facing functions and focuses on emerging technologies that underline such services. Zensar's digital CX capabilities, partner ecosystem, and its in-house experience design capabilities have placed Zensar as a disruptor in Avasant's Digital CX and CRM Services 2020 RadarView™."

Prameela Kalive, Chief Operating Officer, Zensar, commented, "It has always been our endeavour to deliver value to our clients who trust us to be their partner through times like the recent global crisis. Digital is now the mainstay for our clients, creating a need for experience-led transformation across all engagement platforms. We have consistently worked to deliver impactful solutions to our clients. Being recognized in this report encourages us to continue working with our clients to enhance their customer engagement strategies."

Some of the few highlights from the report on Zensar's capabilities include:

- Zensar provides digital CX and CRM services under its digital experience (DX) solutions. The DX offering provides research, CX strategy, creative, digital channels, digital marketing, enterprise experience, post-sales experience, employee engagement, and CRM services
- Zensar has multiple DX engagements and over ten years of experience providing digital experience services in sales, commerce, and service
- The Digital Foundation offering leverages its advisory, implementation, and managed services expertise to augment its digital CX services
- Zensar-built Omnicon, an NLP and AI/ML self-service platform that can be integrated with enterprise systems and includes pre-built use cases for insurance, hi-tech, and manufacturing
- Digital Experience Platform (DXP) enables launch of microsites and digital campaigns
- Zensar's own employee experience management solution, Humané, which can be integrated into enterprise HR and HCM systems

- New implementations across multiple CRM platforms

[About Zensar \(www.zensar.com\)](http://www.zensar.com)

Zensar is a digital solutions and technology services company that partners with global organizations across industries to achieve digital transformation. With a strong track record of innovation, investment in digital solutions, and commitment to client success, Zensar's comprehensive range of services and solutions help clients achieve new business performance thresholds through client satisfaction, excellence in delivery, and technology innovation.

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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, tires, pharmaceuticals, IT, and specialty industries.

For any queries, please feel free to 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.

