

Date: July 16, 2020

BSE Limited

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

Fax: (022) 2272 2039/2272 3121

Scrip ID: ZENSARTECH

Scrip 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 "***Foolproof, a Zensar company, launches Infinity Conversion Rate Optimisation (CRO), an end-to-end digital offering which helps businesses increase online revenue.***"

This is for your information and dissemination purpose.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**

Gaurav Tongia
Company Secretary

Encl. as above

Foolproof, a Zensar company, launches Infinity Conversion Rate Optimisation (CRO), an end-to-end digital offering which helps businesses increase online revenue

London, United Kingdom, July 16, 2020: Foolproof, a [Zensar](#) company, a digital solutions and technology services company that specializes in partnering with global organizations on their digital transformation journey, announced the launch of Infinity CRO, a conversion rate optimisation product focused on helping businesses improve their digital real estate, focus marketing spend and make significant returns on digital.

Infinity CRO brings together the end-to-end capability Foolproof have from qualitative research and insight, to behavioural science, visual design and front-end development across Zensar's technology implementation, tooling, analytics and leading digital services partners.

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar, said, "Covid-19 has accentuated the need to serve customers online quickly, easily and effectively. Infinity CRO has been devised with that in mind." He added further, "Our customers are looking for ways to invest wisely that provide immediate returns whilst keeping them innovative and adaptable, the end-to-end nature of Infinity CRO offers this in a matter of weeks. The need for this service is here to stay as we see an increased reliance and focus on digital transactions, task completion and customer service."

Commenting on this launch, Peter Ballard, Co-founder Foolproof and Head of Marketing EMEA, Zensar said, "Many businesses has big digital real estates to maintain, these are only set to get bigger in light of the pressure and opportunities Covid-19 has created. Doubling down on conversion rate optimisation in today's climate makes perfect sense for those looking to make the most out of their existing assets, while not solely relying on data and tools but also augmenting that with customer insight to create and implement innovative design solutions which will make businesses money."

The power of conversion rate optimisation has long been known in digital, however, Covid-19 has accelerated the shift online with new customer personas emerging, with different browsing behaviours making optimising today more important than ever before. When combined with a C-suite under pressure to cut cost whilst providing upticks in revenue Foolproof and Zensar have launched Infinity CRO to target customers' need to optimise and improve their existing digital real estate.

Features and benefits of Infinity CRO include:

- Insight driven approach to CRO.
- Focused on strategy and promoting an organisational awareness of experimentation and optimisation.
- Multidisciplinary teams from insight, to behavioural science, into visual design, front-end development, testing, integration and analysis.
- Scalable squads which can sit across multiple streams within business units.
- Flexible commercial models.
- Large network of trusted partners for tooling and analytics.
- Follow the sun model with partners and teams spread across geographies.

To learn more about Infinity CRO please visit: <https://www.foolproof.co.uk/services/cro/>



About Foolproof (www.foolproof.co.uk)

Foolproof, a Zensar company, is an experience design company. They specialise in end-to-end digital product and service design for global brands. They employ a team of over 100 working from offices in the UK and Singapore, with specialist partners around the world.

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 strong track record of innovation; credible investment in digital solutions; and assertion of commitment to a client's success, Zensar's comprehensive range of digital and technology services and solutions enables its customers to 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 clients surpass challenges around running their existing business most efficiently and to help in their legacy transformation and plan for business expansion and growth through innovative digital solutions.

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About RPG Enterprises

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with a turnover of US\$ 4 Billion. 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 to reach out:

PR Contacts (Global)
Aradhana Prabhu Public Relations Zensar Technologies 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 unauthorised 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.

