

Date: January 28, 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 "**Zensar's Smart Application Development and Maintenance services incorporate Artificial Intelligence.**"

This is for your information and dissemination purpose.

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Gaurav Tongia
Company Secretary



Zensar' s Smart Application Development and Maintenance services incorporate Artificial Intelligence

Designed to accelerate enterprise-wide digital transformation

Pune, January 28, 2020: [Zensar](http://www.zensar.com), a leading digital solutions and technology services company that specializes in partnering with organizations across industries on their digital transformation journey, announced that its Smart Application Development and Maintenance (SmartADM) services now incorporate Robotics, Automation and Artificial Intelligence (AI).

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said, “In today’s software defined enterprise world, our Living Artificial Intelligence (Living AI) suite of solutions help our customers be future-ready. The only way to create a business impact is to be ready for tomorrow today, with AI at the crux of operations.”

Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group commented, “Our Smart ADM offering, driven by AI, generates visible impact for enterprises. Our solution transforms the end-to-end Application life cycle for enterprises – making them more agile and helping them chart an efficient digital transformation roadmap.”

Zensar’ s SmartADM is a complete suite of Application Services that enables Intelligent Application Services through AI-enabled Cloud Native development, Agile, DevSecOps, Legacy Modernisation, Application Support & Maintenance, and Microservices & API. The suite enables enterprises to undergo digital transformation from an environment that is fragmented, replete with disparate point solutions, and heavy on human intervention. Our Experience Decision Research (EDR) framework ensures that Artificial Intelligence permeates through Experience, Decision and Research layers within Enterprise Applications.

Key business benefits to customers to be as follows:

- Improved efficiency across key business operations led by automation
- Increased stability of applications across the enterprise
- Better adherence to SLAs/compliance
- Zero-risk transition management
- Wide coverage across varied, disparate operation processes
- Integrated application management

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.

Follow Zensar via:

Zensar Blog: <http://www.zensar.com/blogs>

Twitter: <https://twitter.com/Zensar>

LinkedIn: <https://www.linkedin.com/company/zensar-technologies>

Facebook: <https://www.facebook.com/Zensar>

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:

PR Contacts (Global)
Aradhana Prabhu
Public Relations
Zensar Technologies
+91-(20) 66057510
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 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.

