

**Date:** September 12, 2019

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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 recognized as an Innovator in Avasant's Applied Intelligence and Advanced Analytics Services RadarView™ Report.***"

This is for your information and dissemination purpose.

Thanking you,  
Yours sincerely,

For **Zensar Technologies Limited**

  
Gaurav Tongia  
Company Secretary



**Zensar recognized as an Innovator in Avasant's Applied Intelligence and Advanced Analytics Services RadarView™ Report**

**Pune, India, September 12, 2019:** [Zensar](https://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 today that it has been recognized as an Innovator in Avasant's Applied Intelligence and Advanced Analytics Services RadarView™ Report. This report recognizes companies that have displayed novel and disruptive mechanics in innovation in applied intelligence and advanced analytics.

**Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar commented,** "We are delighted to be recognized as Innovators in this prestigious list. Artificial Intelligence (AI) powered solutions will drive digital transformation in enterprises of the future. Keeping the interest of our worldwide customers, we have recently launched our Living AI strategy to help them leverage the benefits early on." Adding further, he said, "We will continue to invest in research and future technologies through our innovation hub, the Zensar AIR Labs."

**Swapnil Bhatnagar, Research Director, Avasant, shared,** "Increasingly, all serious enterprise digital transformation initiatives have AI and Advanced Analytics at their heart. Consequently, enterprises are actively engaging with service providers to help accelerate their transformation journeys. Based on our recent assessment of leading AI and Advanced Analytics service providers, Zensar has emerged as a provider that is taking a co-innovation led approach with its clients. In addition, it has also been expanding and deepening its partnerships with cutting edge technology leaders. This sharp focus on this critical technology space has enabled Zensar to emerge as an Innovator in Avasant's Applied AI and Advanced Analytics RadarView 2019."

**Commenting on the inclusion, Prameela Kalive, Chief Operating Officer, Zensar said,** "Companies are looking for solutions that are predictive, innovative and outcome driven. We are focused on developing platforms and solutions to address enterprise challenges of today, so they can be prepared for their digital journey of tomorrow."

**Adding further, she said,** "Our team at Zensar AIR Labs works towards incubating and building business impacting solutions that are in sync with the changing industry needs as enterprises pivot towards futuristic digital technologies like AI."

The key initiatives finding a mention in this report include:

- Zensar builds platform-agnostic solutions portfolio of in-house offerings like ZeVA (enterprise virtual assistant), ZenAnalytica (advanced analytics platform), and ZenConvo (ML/NLP-based conversational platform)
- Zensar's AI & Analytics team has multiple engagements in the PoC and pilot stage or in business case development stage.

Visit the detailed mention by accessing this link- <https://avasant.com/applied-ai-and-advanced-analytics-radarview-2019-zensar/>

Also visit the following link:

<https://www.zensar.com/insights/analyst-insights/zensar-has-been-mentioned-innovators-category-applied-ai-advanced>

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

