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**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar has been mentioned in the Gartner Report- "Revitalize Application Management Services with Kanban"**".

This is for your information and dissemination purpose.

Thanking you,  
Yours sincerely,

For Zensar Technologies Limited

  
Gaurav Tongia  
Company Secretary



## **Zensar has been mentioned in the Gartner Report- “Revitalize Application Management Services with Kanban”**

**Pune, India, February 27, 2019:** [Zensar](#), a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital transformation journey, announced that it has been positioned by Gartner in the **“Revitalize Application Management Services with Kanban”** [G00374032] authored by Gartner analysts Neil Barton, Gilbert van der Heiden, George Spafford, Nathan Wilson. (Published 13 December 2018)

Providers of application management outsourcing services are searching for ways to grow revenue. Lean agile practices such as Kanban can help tech CEOs grow revenue by encouraging customers to focus on application improvement instead of cost reduction and SLA compliance. This research discusses the potential for Kanban methods to breathe new life into application management services.

**Commenting on the inclusion, Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar said,** “At Zensar, we are focused on creating maximum value for our customers by adopting methods and tools that will bring about visible benefits. We believe our inclusion in this report underlines our efforts towards remaining relevant to our customers when they need it the most.”

**Madhwesh Kulkarni, Senior Vice President and Global Head, Technology Transformation Group, Zensar added,** “Companies need to be agile, flexible and highly responsive to remain competitive in a dynamic marketplace. Our team of experts have worked across complex IT environments to create lean workflows. Digital transformation engagements demand highly integrated tools strategy and we are enabling those changes in our customer environments – with an eye on future.”

Zensar’s framework is based on design thinking principles, which understands user needs, observes the existing processes and defines the process workflow accurately. This framework can be used to apply Kanban for non-IT functions – such as Human Resourcing, Talent Acquisition, and Internal Communications etc. where lean principles are still applicable and can be used to reduce waste in workflows

### **Key benefits are as follows:**

- Reduced response time helps companies to leverage favorable market conditions
- Increased productivity as the staff is focused on solving problems timely, making them contribute to taking on other tasks
- Increased efficiency can be felt across the IT team as people and processes become streamlined
- Cost management-This approach helps companies contain unnecessary operational costs that help in managing the overall profitability

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### 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.

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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.