



**Date:** December 5, 2022

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**Symbol:** ZENSARTECH

**Series:** EQ

**Subject: Press Release**

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar's award-winning agency, Indigo Slate, enables clients in their sustainable business initiatives**", which is being released to Press.

This is for your information.

Thanking you,

Yours sincerely,

For **Zensar Technologies Limited**



**Gaurav Tongia**  
**Company Secretary**

Encl. as above

An  **RPG** Company



## Zensar's award-winning agency, Indigo Slate, enables clients in their sustainable business initiatives

Seattle, WA, December 5, 2022: : [Zensar](#), a leading experience engineering and technology solutions company announced today, that its award-winning agency, [Indigo Slate](#) is working with clients on their sustainable business initiatives. The agency's Sustainable Innovation offering is designed to help businesses evolve to meet shifting investor priorities, government policies, and market trends connected to sustainability while maintaining business growth through Indigo Slate's unique combination of creative agency and consulting services. Unlike traditional agencies, Indigo Slate combines a distinctive mix of climate experts, experience designers, and business and design strategists to provide a new industry standard of comprehensive sustainability expertise grounded in design thinking methodologies.

**Speaking on this announcement, Anant Goenka, Interim MD, Zensar said,** "Sustainable transformation is becoming an essential undertaking for businesses across every sector. Sustainability is both our passion and our collective responsibility, and we look forward to building partnerships that prioritize bringing innovative change to communities worldwide. At Zensar, we are working on creating design-experience-driven sustainable solutions and services such as this one that will help our clients in sustainable thinking across their business practices."

**Commenting on the announcement, Sandy Sharma, Chief Digital Transformation Officer, and Chief Marketing Officer, Zensar,** "We believe that the future of business is linked to sustainable business. We are passionate about helping our clients achieve a sustainable future by identifying sustainability challenges, mapping compelling new opportunities, and creating tailored digital experiences that deliver results. We are already seeing our clients achieve successful outcomes."

Indigo Slate will partner clients on various projects focused on sustainability. These range from creating solutions for social or environmental challenges to facilitating sustainable changes to core business practices to learning how human interactions play a role in sustainability. Examples of some of the inaugural projects include:

- Decarbonizing Media: Indigo Slate is working with Microsoft to gain a holistic understanding of the current carbon footprint of the media and entertainment industry. These learnings will help determine how Microsoft Cloud for Sustainability can provide industry-relevant information to drive decarbonization.
- Rewired Earth: Indigo Slate helped Rewired Earth develop standard language around ESG-focused financial investments that aligns with UN Sustainable Development Goals through stakeholder interviews, workshops, and UX design.
- Clean Energy Transition: Indigo Slate is facilitating workshops and conducting research for Microsoft and a European Utility Company to define how digital transformation can accelerate the transition to 100 percent clean energy through real-time supply and demand matching.

About Zensar (<https://www.zensar.com/>)

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity. With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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About Indigo Slate (<https://indigoslate.com/>)



Indigo Slate is an award-winning agency of Zensar, with deep roots in creative services, consulting, and technology. Since 2006, we have evolved brands and transformed businesses by creating innovative design, digital, experiential and social solutions that go beyond the ordinary.

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**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 that 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 customers 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 pandemics 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, and general global operations and may also impact the success of companies in which we have made strategic investments, demand for the 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.