

Date: May 19, 2022

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Scrip Code: 504067

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Symbol: ZENSARTECH

Series: EQ

Subject: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar named as a Major Contender and a Star Performer in Everest Group's Interactive Experience (IX) Services PEAK Matrix® Assessment**", which is being released to Press.

This is for your information.

Thanking you,

Yours sincerely,

For Zensar Technologies Limited

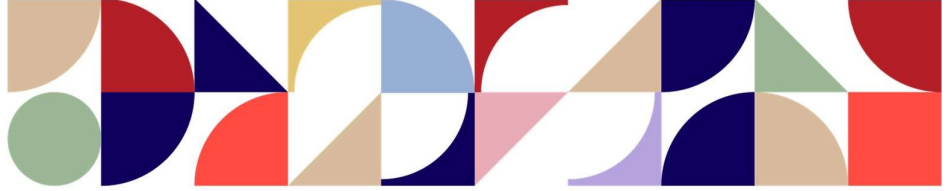


Gaurav Tongia
Company Secretary

Encl. as above



An  **RPG** Company



Zensar named as a Major Contender and a Star Performer in Everest Group's Interactive Experience (IX) Services PEAK Matrix® Assessment 2022

Princeton, NJ, US – May 19, 2022: [Zensar](#), a leading experience engineering and technology solutions company, has been recognized as a Major Contender and a Star Performer in Everest Group's Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022. Zensar was picked for its demonstrated expertise and success in creating human experience-centric outcomes for its clients.

The Interactive Experience (IX) Services PEAK Matrix® is a comprehensive report focusing on 16 service providers and the integrated capabilities they offer to the experience ecosystem.

Experience design is undergoing significant change. Increased customer awareness, data privacy regulations, data-powered experiences, emerging technologies (AI, AR/VR), and a focus on sustainability are forcing enterprises to rethink their investment priorities. Technology's role in orchestrating scalable and personalized experiences to meet these investments has elevated the importance of IT service providers in this space.

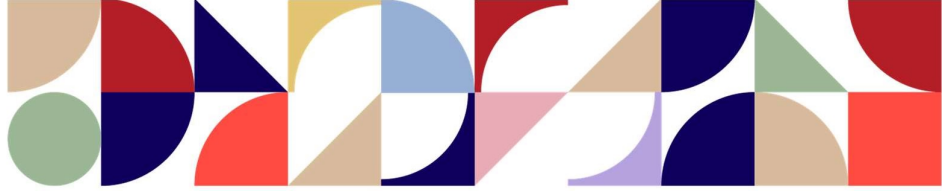
Ajay S. Bhutoria, CEO and Managing Director, Zensar, said, *“Digital transformation is pivotal for today's businesses, and our conversations with clients show that interactive human experiences sit at the cusp of a growth-oriented strategy. Our inclusion in this report is due to the compelling work done by our Experience Services team, along with our design agencies, Foolproof and Indigo Slate. We continue to create human-centric experience strategies that will propel growth today and lead to building businesses focused on personalized experiences.”*

“Enterprises are increasingly investing in differentiated and personalized experiences for their customers, employees, and partners, focusing on adopting inclusive, responsible, and sustainable design methodologies to help their brands refine their value propositions. Moreover, emerging technologies such as AR/VR and artificial intelligence introduce novel ways to deliver experiences. Zensar has built a credible set of offerings in the experience space, strengthened by a strong narrative around data-driven experiences, commerce services, and MarTech consolidation and therefore recognized as a Major Contender and a Star Performer in Everest Group's Interactive Experience (IX) Services PEAK Matrix® Assessment 2022,” **commented Nisha Krishan, Practice Director, Everest.**

Prameela Kalive, Chief Operating Officer, Zensar, said, *“We are delighted to find ourselves in this report as we have consistently focused on developing our global capabilities in human-centric experiences. The addition of Foolproof and Indigo Slate's expertise to Zensar's existing capabilities has enabled us to work with some of the leading global brands, helping them build connected customer-centric conversations. This is the future of business, and we are excited to create successful business narratives and skills.”*

Report highlights:

- Zensar's strong focus on customer data platforms (CDPs) supported by relevant partnerships and industry alliances, including platform and SaaS vendors
- An experience narrative strengthened by the acquisitions of UK-based Foolproof, a customer experience agency, and US-based Indigo Slate, a digital marketing firm
- The consolidation of MarTech infrastructure and tools, including marketing automation and AI



Please visit the link for more details on Zensar's [experience services](#).

About Zensar (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. Our 10,000+ associates work across 33 locations with headquarters in Pune, India, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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About RPG Enterprises (www.rpggroup.com)

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4B. The group has diverse business interests in infrastructure, tires, pharmaceuticals, IT, and specialty industries.

For any queries, please reach out:

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Safe Harbour

Certain statements in this release concerning our prospects are forward-looking statements involving many 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 expected 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 clients 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 such as COVID-19 may pose unforeseen, unprecedented, unascertainable, and constantly evolving risks, inter-alia, to us, our clients, delivery models, vendors, partners, employees, general global operations, and may also impact the success of companies in which we have made strategic investments, demand for 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.