

November 2, 2016

Bombay Stock Exchange Limited Corporate Service Department 1 <sup>st</sup> Floor, P. J. Towers Dalal Street Mumbai 400 001 Fax: (022) 2272 2039/2272 3121	The National Stock Exchange of India Ltd Exchange Plaza, 3 <sup>rd</sup> floor Plot No. C/1, 'G' block Bandra Kurla Complex, Bandra(East) Mumbai 400 051 Fax: (022) 26598237/26598238
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Dear Sirs,

**Sub: Presentation on Acquisition for Dissemination**

Please find attached Presentation on Acquisition for dissemination. The enclosed presentation is also available on the website of the Company ([www.zensar.com](http://www.zensar.com)) under Analyst Presentation section.

Copy of the said presentation is enclosed for your reference.

You are requested to kindly take the same on records.

Kindly acknowledge the receipt of the communication.

Thanking you,

**For ZENSAR TECHNOLOGIES LIMITED**

**RAJIV MUNDHRA  
AUTHORISED SIGNATORY**





**ZenSar**  
TECHNOLOGIES

Your Transformation Partner



RPG

# Zensar Technologies

Acquisition of Foolproof Limited – 2<sup>nd</sup> November, 2016

# Zensar Technologies Acquires Foolproof Limited

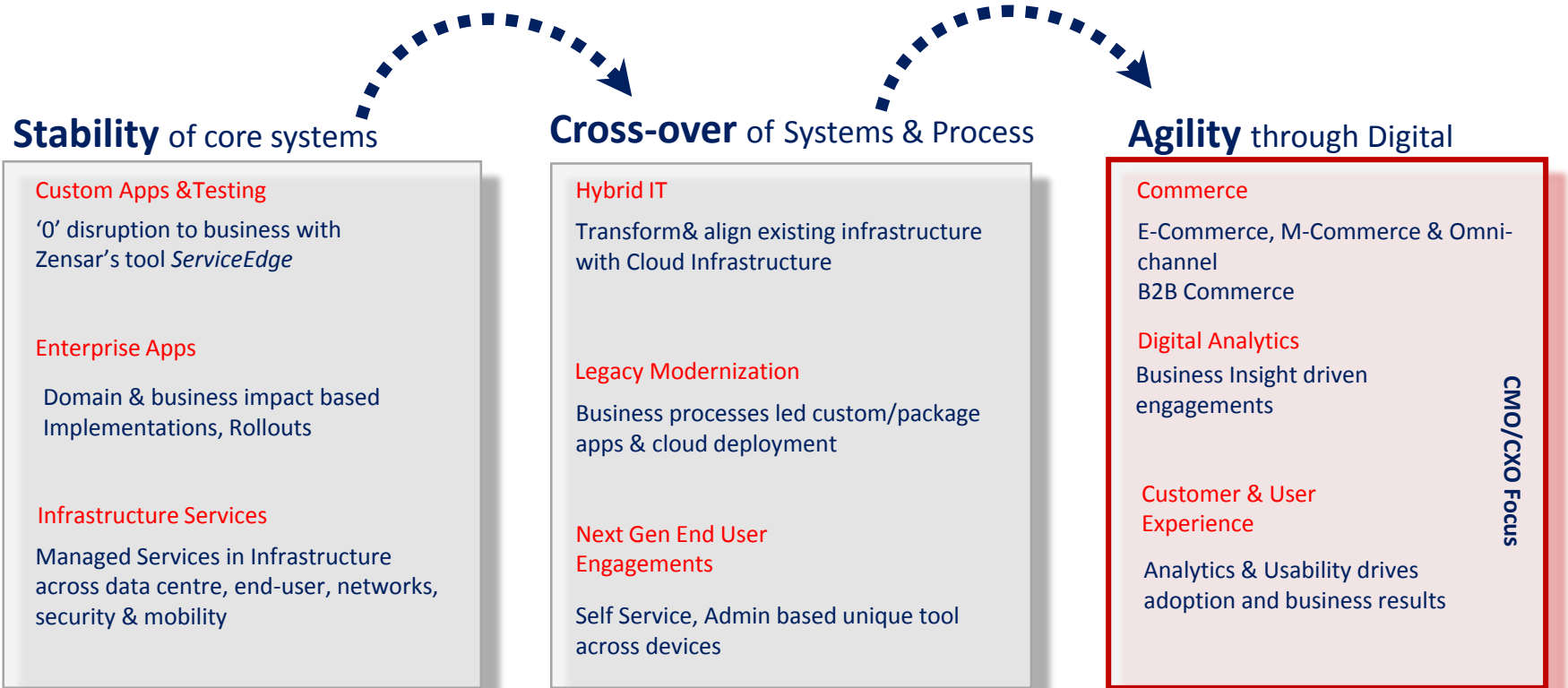
## DEAL HIGHLIGHTS

<b>Company Acquired and Structuring</b>	<b>Foolproof Limited</b> (Foolproof to be a wholly-owned subsidiary of Zensar Technologies (UK) Ltd)
<b>Foolproof (FP) specialization</b>	FP is one of Europe's leading independent experience design agencies with offices in London, Norwich and Singapore
<b>FP Consolidated Revenue for CY2015</b>	GBP 8.3 Mn with LTM revenues of ~GBP 8.5M
<b>Mode of Purchase</b>	Share Purchase
<b>EBITDA Profile</b>	Mid-Single digit EBITDA
<b>Mode of Financing</b>	Internal Accruals
<b>Impact on Zensar EPS</b>	EPS Accretive

# *Effective business is about Return on Digital*

- ^ in sales for B2C ∞ Personalized consumer experience
- ^ in customer loyalty for an Insurer ∞ Customizable premiums
- ^ as a service products for a Manufacturer ∞ Platform based digital solutions, sensors driven, Analytics

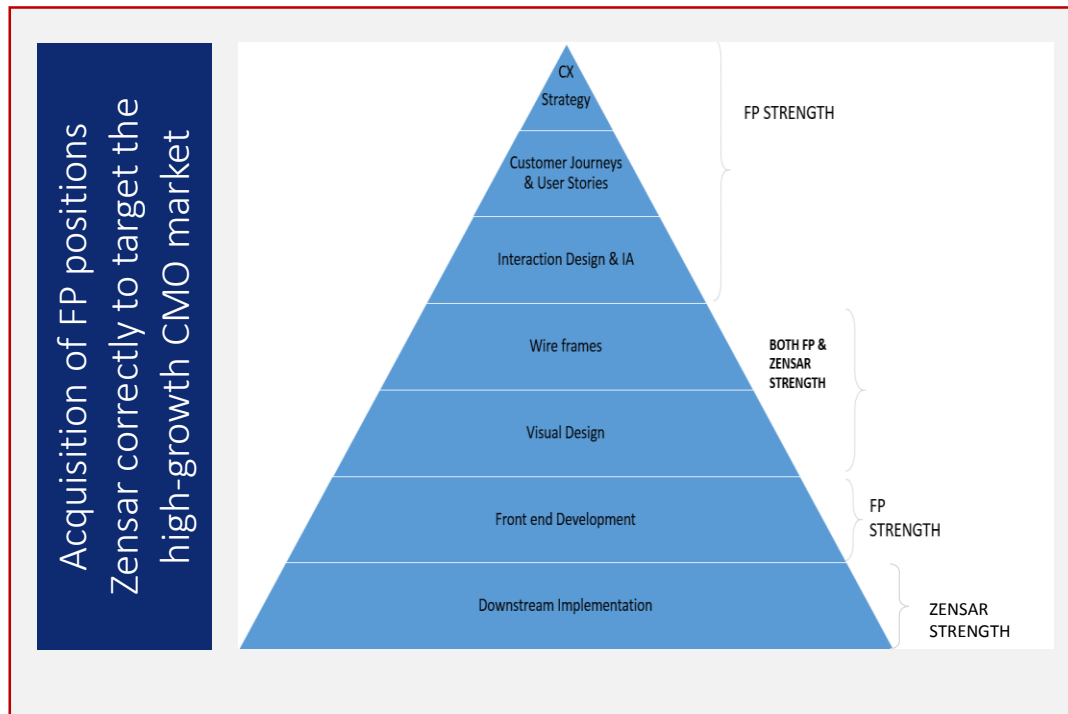
# Zensar Strategy is to provide Business impact with our Return on Digital focus



# Foolproof Acquisition Rationale

The CX & UX industry is forecasted to grow from \$3.77 Bn in 2014 to \$8.39 Bn in 2019 at a CAGR of 17.3%

- With the increasing number of choices customers have today, enhanced customer experience (CX) is what gives a company the edge to win and sustain consumers
- As a direct result of this, UX is predicted to overtake Price and Product as a key brand differentiator by 2020
- Inspired by this large companies have started putting enhanced emphasis on re-defining their User Experience strategy to improve the experience of their consumers.
- CX & UX is an integral component of our Return on Digital strategy which focuses on providing transformative experiences to customers



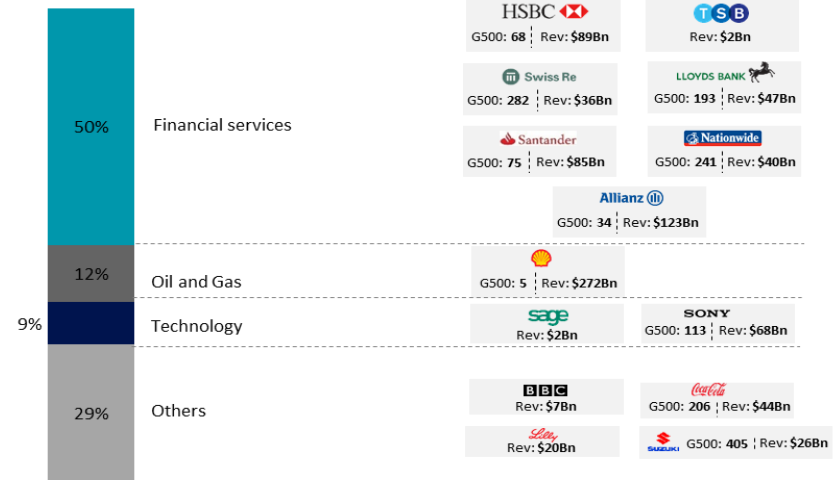
# Foolproof Business Overview

## Overview

- Founded in 2002, FP is a London, UK headquartered company working in the Customer Experience/ User Experience space. They provide consulting and design services to global corporations in defining and managing user experience for their products and services.
- Besides London, FP has offices in Norwich and Singapore. They have a ~100 employees spread across these 3 locations (8 in Singapore, rest across London and Norwich)

## Clients

- Majority of FP's clients are Global Fortune 500 organizations.
- CY2015 revenue of FP was GBP 8 Million with BFS clients accounting for 50% of their revenue.
- FP now has a healthy blend of Verticals ranging from BFSI to Auto, Retail, Technology and Life Sciences



# Foolproof Services...for crafting delightful experiences



## Strategy & Planning

Customer experience is a source of competitive advantage. To realize this, Foolproof works with customers to ensure the experience is joined up and measured across all channels in which the brand serves its customers



## Design Research

Designing superlative customer experience requires great insights. Foolproof's world-class in-house research enables them to understand customer's and business context and lays the foundation for world-class design.



## Design & Development

Foolproof provides end to end Design and Development services including conceptual design, experience architecture, interaction design, visual design, prototyping and front-end development



## Creative Technology

Foolproof has capabilities to design and build physical products and prototypes which deploy digital technology in real world environments, which extend the user experience beyond the screen



INCLUDING  
AGENCY OF THE YEAR





**Peter Ballard**  
Founder &  
Executive Director

Peter co-founded Foolproof in 2002 and at FP works across a range of clients, particularly in the roles of Experience Planner and Client Partner.

As an Experience Planner, Peter ensures that design teams have access to the right insight to respond to the business and creative challenges faced by clients. As a Client Partner, Peter supports client service team in looking after the interests of some of the largest and longest standing client relationships



**Thomas Wood**  
Founder &  
Executive Director

Tom co-founded Foolproof in 2002 prior to which he has a experience of more than a decade of experience contributing in major digital Xformation programmes by working alongside advisory and tech consultancies like McKinsey and IBM.

Before Foolproof, Tom was Head of Advertising at Virgin Money and before that, he was in direct response marketing at various agencies including Ogilvy & Mather.



**Sanjay Jambhale**  
Global Head  
Digital Deliveries

Sanjay, who recently joined Zensar as the Global Head of Digital Deliveries, comes with 22 years of experience spent across array of leadership roles in TCS.

In his most recent role with TCS, Sanjay was the Digital Delivery Head where he handled customers across all delivery centres in India. Digital Engagements he has led include integrated delivery across Digital Forces - Mobility, Analytics BIG data & Information Management, Cloud, Social, AI & Robotics, User Experience, IoT etc

# Multiple Areas to drive Synergies

- With the Foolproof acquisition, ~30% of Zensar revenue will be through Digital services
- FP's Experience Design capabilities in the UK will enable Zensar to provide end-to-end Digital services for the CMO and CDO organizations
- Zensar's existing CMO facing services like Web & Mobile Commerce deployment, Web Content Management, Managed Content Services, Digital Marketing Services, Experience Testing Services and pure system integration services that help tie everything together will add significant synergy to Foolproof's existing services
- The combination of FP's Experience Design capabilities with Zensar's capabilities in Digital Commerce, Digital Marketing, Marketing Cloud & Content management and Digital Enterprise solutions helps position the combined entity as a strong end-to-end Digital Services company.

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*Impacting the Future of Enterprises*

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