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**Sub: Press Release**


Dear Sirs,

Please find enclosed herewith a press release titled "**Zensar Technologies named as Digital Transformation Partner for leading East African Retailer, Nakumatt**" for further dissemination.

You are requested to kindly take the same on records and acknowledge the receipt of Communication.

Thanking You,

**For Zensar Technologies Limited**

  
**Nilesh Limaye**  
Company Secretary



### Zensar Technologies named as Digital Transformation Partner for leading East African Retailer, Nakumatt

**April 28, 2016, Pune, India:** Zensar Technologies, a leading provider of digital solutions, software and infrastructure services announced that it will partner leading Kenyan retailer, Nakumatt in its digital transformation initiative. This mandate involves a first of its kind development and implementation of enhanced customer experience solution and eCommerce in the Magento space in the Kenyan region. Zensar has successfully partnered Nakumatt since 2013, helping them stabilize and modernize key operations like warehouse, support etc. Some of the key elements will include mobility, mobile apps, digital tools and implementation of insights from Zensar's Social Command Centre.

**Sandeep Kishore, CEO and MD, Zensar Technologies** said, "We have been trusted IT partners to Nakumatt's ambitious and strategic goals, empowering their growth story across East Africa. Our team has successfully modernized critical IT systems, resulting in visible superior customer experience. Taking this digital journey ahead, we are confident of helping them leverage successful outcomes in future too. Our focus will be on creating a seamless operational framework and leveraging latest technologies to enable a richer customer experience, innovation, simplicity and agile operations that will help Nakumatt rewrite retail powered by digital technologies"

**According to Atul Shah, Owner, Nakumatt,** "In Zensar, we have a knowledgeable and trustworthy partner who has walked with us since the beginning of our IT transformation journey in 2013. Now, having achieved company-wide operations stability due to modernised solutions, we are ready for the next leap towards leveraging the benefits of a digital led IT strategy. We look forward to Zensar continuing to play an integral role in our growth plans and achieving stellar results similar to the previous one."

**Manoj Warriar, CIO, Nakumatt Holdings** said, "Zensar has been a strategic IT partner to us and we look forward to seeing continuous expertise and value addition from them. Digital is the future for us, as it will be an essential element driving future growth and customer engagement across our business operations. Zensar's strength lies in their in-depth understanding of our business needs, which is supplemented by flawless delivery at all stages of a project. Their industry-led insights help us strengthen our market leadership position."

**Harish Lala, Regional Head - Africa and Middle East** commented, "We are proud and excited to be working with Nakumatt, East Africa's leading retailer, in their transformation journey, leveraging Digital and focussing on improving customer engagement and ultimately, business growth. Our focus will be on creating a seamless operational framework & leveraging technologies to enable a richer customer experience, innovation, simplicity and agile operations that will help Nakumatt rewrite retail powered by digital technologies."

In the past 3 years, Zensar has taken a step by step approach in helping the customer automate and streamline processes through IT. The project included the implementation of Oracle Retail Management System across East Africa, and Oracle Business Intelligence to improve their supply chain and include finance and procurement operations. Zensar has been involved in various projects like Application server upgrade, Oracle Retail & finance modules upgrade, implementation of the store inventory module and a multi-country merchandize system rollout over the past couple of years.

Zensar's team has helped Nakumatt automate their warehouse using the Oracle Retail WMS module. Apart from providing advisory services on how to transform the warehouse physically and how to manage the delivery and proportions of inventory, the team guided them through the entire technical roadmap, right from consulting to technical implementations and how to optimize their Oracle applications.

Now, the critical backbone of the retailer is stable, generating favorable business outcomes. The new engagement involves creation of a completely new customer centric solution for better customer experience and involves leveraging various digital tools to integrate applications.



**About Nakumatt Holdings ([www.nakumatt.co.ke](http://www.nakumatt.co.ke))**

Established in 1987, Nakumatt has shaped and built their business on their founding principles of providing a variety of affordable, quality brands as well as excellent and superior service to their customers. Their formats include convenience stores, supermarkets and hypermarkets. They serve 250,000 customers per day and offer a range of over 200,000 products. Nakumatt is East Africa's leading retailer with stores from Kenya to Rwanda that provides customers with a wide selection of international and local products living by our slogan "all under one roof". They cater to the needs of the East African people with more than 50 outlets across the Kenyan borders. Nakumatt aims to provide its customer with affordable and high-value products.

**About Zensar Technologies ([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 strong track-record of innovation; credible investment in Digital solutions; assertion of commitment to client's success, Zensar's comprehensive range of digital and technology services and solutions enable its customers to 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 them surpass challenges around 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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**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.

