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BSE Limited

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Symbol: ZENSARTECH

Series: EQ

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar extends its digital capabilities with Backbase**" for further dissemination.

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

Thanking you,
Yours sincerely,

For **Zensar Technologies Limited**


Nilesh Limaye
Company Secretary



Encl: As above

Zensar extends its digital capabilities with Backbase

Pune, India, May 3, 2017: Zensar Technologies, a leading digital solutions and technology services company announced its collaboration with Backbase. Industry analysts Gartner, Forrester and Ovum recognize Backbase as an industry leader in terms of omni-channel banking platform capabilities, and award the company high marks for its deep focus on customer experience management and unparalleled speed of implementation.

Globally, banks are making the shift to delivering compelling customer experience across multiple channels to customers. This alliance will allow Zensar's Mobility Services to implement a digital-led customer experience for its banking clients. Zensar will offer this platform to implement Omnichannel workflows to existing and new customers, while working together on joint go-to-market offering and innovative value propositions. This partnership will involve initially projects in the United States and United Kingdom.

Commenting on this partnership, Sandeep Kishore, CEO and Managing Director, Zensar Technologies said, "Our partnership with Backbase will enable our global banking customers accelerate decision making with enhanced customer engagement. Our objective is to help them experience visibly engaged customers, a broad-based view of multiple customer touch-points as well as increased business opportunities with extended, real-time reach. We will be able to ensure 'Return on DigitalTM' as they make the shift to a digital banking platform."

Patrick Rood, Global Head of Alliances & Partner Business of Backbase said, "We are delighted to welcome Zensar in the Backbase partner ecosystem. By implementing our solutions and platform, both our customers will clearly benefit from faster time to market and achieving digital leadership. Together with partners like Zensar Technologies, we empower banks to accelerate their digital transformation with fast and intuitive on-boarding processes."

According to Prameela Kalive, EVP and Head, Applications Business, "We are focused on delivering innovative and effective solutions to our customers. This partnership will help us enhance offerings to our banking customers who have begun their digital transformation journey."

The highlight of the partnership lies in the benefits available to customers of both companies. Zensar has proven expertise in offering world-class agile and outcome based mobility solutions, and Backbase brings in industry proven customer experience and digital solutions for the banking, financial services and insurance segment. The partnership will bring the much needed business agility as enterprises embark on their digital transformation journey. Stakeholders look for Omnichannel customer interaction 'anytime, anywhere', in new and different ways.

This partnership will offer the following benefits to organisations:

- Accelerated information velocity and decision making with the objective of increasing business, for example, increased online sales and conversions in secured environments
- Cost effective Omnichannel (web, mobile, other) development and deployment
- Enhanced user engagement and customers insights upon usage information
- Focus on delinking IT (Software development skills to provide the vertical domain specific tool-kits) and Business (Business skills required to launch new business services rapidly) enabling business agility
- Faster time to market of digital capabilities and customer-facing programmes

- Consistent and outstanding user experience across channels (Omnichannel)
- Reduction in lifecycle cost of developing, maintaining and enhancing Omni-Channel services as part of the Digital transformation of the enterprise.

About Backbase

Backbase is a fast growing FinTech software provider that empowers financial institutions to accelerate their digital transformation and effectively compete in a digital-first world. Backbase is the creator of the Backbase Omnichannel Digital Banking Platform, a state-of-the-art digital banking software solution that unifies data and functionality from traditional core systems and new fintech players into a seamless digital customer experience. Backbase gives financials the speed and agility to create and manage seamless customer experiences across any device, and deliver measurable business results. The company believes that superior digital experiences are essential to stay relevant. Hence, Backbase software enables financials to rapidly grow their digital business. More than 80 large financials around the world have standardized on the Backbase platform to streamline their digital self-service and online sales operations across all digital touchpoints. The Backbase customer base includes Al Rajhi Bank, ABN AMRO Bank, Barclays, CheBanca!, Credit Suisse, Fidelity, Hapoalim, HDFC, HSBC, Hiscox, ING, KeyBank, Legal & General, NBAD, OTP, PZU, PostFinance, Societe Generale de Banque au Liban and Westpac.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as an industry leader in terms of Omni-Channel digital banking platform capabilities, and award the company high marks for its deep focus on customer experience management and unparalleled speed of implementation. Forrester named Backbase a leader in the Forrester Wave for Omni-Channel Digital Banking.

Backbase was founded in 2003, is privately funded, with headquarters in Amsterdam (HQ Global) and Atlanta (HQ Americas) and regional operations in London, Mumbai and Singapore.

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About Zensar (www.zensar.com)

Zensar is a leading digital solutions and technology services company that specialises in partnering with global organisations 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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About RPG Enterprises (www.rpggroup.com)

Mumbai headquartered RPG Enterprises is one of India's largest industrial conglomerates. With over 15 companies in its fold, the group has a strong presence across core business sectors such as Infrastructure, Tyre, IT and Specialty. Established in 1979, RPG Enterprises is one of India's fastest growing business groups with a turnover in excess of Rs 21,000 crore.

For any queries please feel free to reach out:

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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 unauthorised 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.

