

Date: March 19, 2018

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Symbol: ZENSARTECH

Series: EQ

Dear Sir(s),

Subject: Press Release

We have enclosed herewith a press release titled "**Zensar to Showcase Store of the Future at ShopTalk 2018.**"

Request you to take the same on your records and acknowledge the receipt of the same.

Thanking you,
Yours faithfully,

For Zensar Technologies Limited


Gaurav Tongia
Company Secretary
Mem. No. F5955



Encl.: As above

Zensar to Showcase *Store of the Future* at ShopTalk 2018

Zensar AI solutions deliver a seamless transition from online to instore, driving engaging experience personalization

Westborough, MA, March 19, 2018: Zensar, a leading provider of digital solutions, software and infrastructure services, announced today it will be showcasing its retail digital experience solutions at the upcoming ShopTalk event. **Visit the Store of the Future Discovery Zone SF28 March 18-20, 2018 at the Venetian in Las Vegas, NV** to meet with Zensar's commerce and digital supply chain experts.

Join Zensar's Vice President and Head of Technology, Ullas Nambiar March 19th at 6:00pm at TechTalk Stage 8 and learn how Zensar AI solutions deliver a seamless transition from online to instore, driving engaging experience personalization with *Store of the Future*.

"We are excited to showcase our digital solutions at this year's ShopTalk event and demonstrate how retailers can drive Return on Digital® throughout their business. Retail is a key focus area for us and our digital expertise positions us well to deliver unified customer experience solutions to help drive digital transformation and achieve measurable business outcomes from digital investments," stated **Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar**.

Durai Velan, Executive Vice President and Head, Retail Business, Zensar stated, "Zensar is uniquely positioned as the leading full service digital partner for some of the largest retailers in the US. We partner with Top 50 retailers to enhance customer experience journeys and NPS by digitizing their omni-channel and supply chain systems to help drive conversions, wallet share and retention. We have made significant investments in the latest technologies across artificial intelligence, machine learning, automation, analytics and composable enterprise architecture to support retailers along their digital transformation journeys. We'll be showcasing these solutions at ShopTalk and offering free omni-channel assessments to help get retailers started on their journeys."

When asked about his TechTalk presentation, **Ullas Nambiar PhD, Vice President and Head of Technology, Zensar**, added "AI is permeating all aspects of retail rapidly. E-commerce has had a head start while brick-and-mortar is still playing catch up. But as customers start to combine online and offline worlds, they are asking for more contextual and personalized real-world experience at their stores. At Zensar, we understand both these worlds deeply and believe a seamless transition from online to offline is possible. We help our retail customers deliver the *Store of the Future* – a deeply personalized store that delivers unique experiences to every customer."

Zensar will be showcasing demos of their latest technologies including **SmartRetail technology for personalized shopping experiences**. SmartRetail brings the online shopping experience in-store. Facial recognition identifies registered users in-store and our recommendation engine provides a personalized experience, offering items most suited to the customer. Gesture, voice and touch systems interact with SmartRetail for a true *Store of the Future* shopping experience.

[About Zensar \(www.zensar.com\)](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 a strong track record of innovation; credible investment in Digital solutions; and unwavering commitment to client success, Zensar's comprehensive range of digital and technology services and solutions enables its clients 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 its clients surpass challenges they face 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.

