

**Date:** April 10, 2018

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**Scrip Code:** 504067

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**Symbol:** ZENSARTECH

**Series:** EQ

**Sub: Press Release**

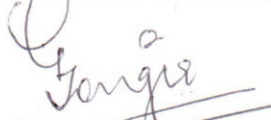
Dear Sir(s),

Please find enclosed herewith a press release titled "**Zensar to Sponsor Oracle Industry Connect 2018**" 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**



Gaurav Tongia  
**Company Secretary**  
**M. No. F5955**



**Encl.:** As above

## Zensar to Sponsor Oracle Industry Connect 2018

*Zensar to Showcase Next Generation Digital Retail and Oracle Cloud Solutions*

**Westborough, MA April 10, 2018:** Zensar, a leading provider of digital solutions, software and infrastructure services, announced today it will be sponsoring **Oracle Industry Connect April 10-11 at the New York Hilton Midtown in New York City**. Oracle Industry Connect is a two-day invitation only conference where industry peers join together to share deep-domain expertise and best practices on the mission-critical applications that are core to their businesses.

**Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar stated,** “We are excited to showcase our Oracle Retail and Cloud solutions at the upcoming Oracle Industry Connect event. Oracle is a strategic growth area for us. Combining Oracle Retail and Cloud solutions with our retail domain and digital expertise, Zensar is well positioned to drive omnichannel enablement, flexible supply chains, online and in-store automation. Zensar’s Return on Digital® framework helps clients drive digital transformation and achieve measurable business outcomes for their investments.”

Join Zensar **April 11, 2018 at 11:45 for an interactive roundtable discussion titled Think Light, Think Speed, Think Choice – Oracle Cloud**. This session will cover how Zensar helps retailers seamlessly move and integrate their Oracle apps to Oracle Cloud.

**Durai Velan, Executive Vice President and Head, Retail Business, Zensar added,** “Zensar is uniquely positioned as the leading full services digital partner for some of the largest retail brands in the US. We currently work with more than 30 of the top 100 retailers, digitizing their omni-channel programs and supply chains to enhance their customer experience journeys, and drive conversions, wallet share and customer retention. Zensar is deeply invested with Oracle, not just at the ERP layer, but in the full Oracle stack - from Oracle eCommerce, Oracle Supply Chain and Retail focused solutions, to Oracle Fusion Middleware, Oracle Business Intelligence, and Oracle Managed Cloud. This investment, coupled with our deep retail domain expertise enables us to help our retail clients along their cloud and digital transformation paths and realize full potential from Oracle solutions.”

“As retailers continue to rapidly adopt IaaS and PaaS solutions, many are concerned with how they are going to integrate all the pieces across their software and apps,” **stated Ankit Ghosh, Senior Vice President and Global Head Technology Alliance Solutions, Zensar.** “We help retailers with this challenge by ensuring all their Oracle apps, database and infrastructure are pre-integrated and function the same way as on-premises when deploying Oracle Cloud – all while digitizing their backend processes. Our proprietary Return on Digital® framework helps retailers enhance usability and realize return on their digital investments.”

Zensar has delivered Oracle based solutions for over nineteen years, driving business impact for more than 1000 clients globally.

[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.

