

Date: July 27, 2018

BSE Limited

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Scrip ID: ZENSARTECH
Scrip Code: 504067

The National Stock Exchange of India Ltd.

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Mumbai 400 051

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Symbol: ZENSARTECH
Series: EQ

Sub: Investor Presentation

Dear Sir(s),

Please find enclosed herewith Investor Presentation titled "**Acquisition of Indigo Slate**" 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



Encl.: As above

Zensar Technologies Limited

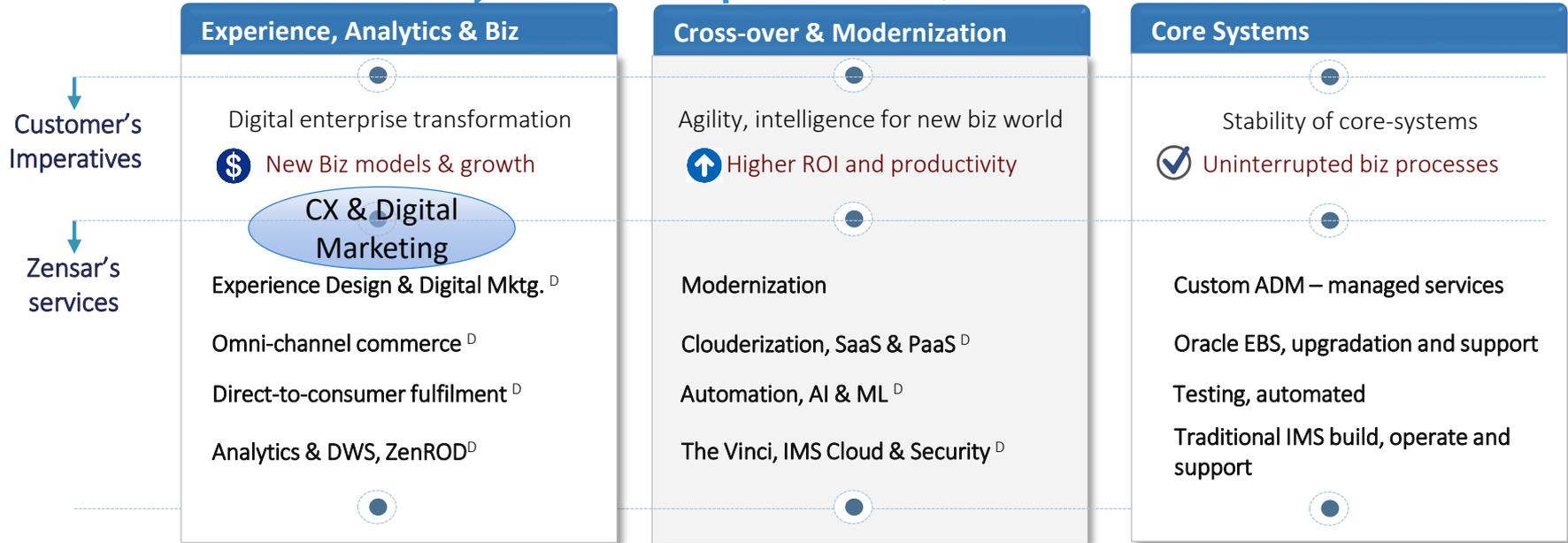
Acquisition of Indigo Slate – 27th July, 2018

Zensar Technologies acquires Indigo Slate

Company acquired and Structuring	Indigo Slate is based in Bellevue, Washington. Zensar Technologies Limited will acquire the entire share capital of Indigo Slate through its wholly owned subsidiary, Zensar Technologies Inc.
Specialization	Indigo Slate is a Digital Agency with strong Customer Experience and Digital Marketing capabilities and with a strong focus on Technology .The agency brings extensive and in-depth expertise in having managed cutting edge projects with leading global brands and Fortune 500 companies.
Consolidated Revenue for 2018	USD 20 Mn
Mode of Purchase	Share Purchase in US
Mode of Financing	Combination of Internal Accruals and Debt

Acquisition Rationale: Digital Marketing Focussed Customer Experience Agency At the Core of Zensar's Digital Strategy

Zensar's propriety **Return on Digital™ framework**



Customer Experience and Digital Marketing sits at the heart of Zensar's Digital Strategy and will act as the 'tip of the spear' in our pursuit of CMO driven spend. Together with Zensar's downstream capability, the combined entity can target a much larger share of our customer's spend

Acquisition Rationale: A Strategic Fit for Zensar's Digital Strategy

- Zensar's strategy revolves around Digital and the CMO led Digital stack. Currently ~38% of Zensar's revenues come from Digital. The acquisition of Indigo Slate provides Zensar with the 'Tip of the spear' capability in Digital in the US that helps customers articulate their strategy with better Customer Experience (CX) and more effective Digital Marketing.
- Indigo Slate has strong Customer Experience and Digital Marketing capabilities with a strong focus on Technology that both overlaps and complement Foolproof's capabilities and meets Zensar's strategic need.
- The acquisition brings with it a one of a kind CX platform, Ruptive.cx which sharpens customer experience mapping. Billed as the "world's first Human Experience Innovation platform," Ruptive holds a unique place at the intersection of technology and the customer experience.
- Indigo Slate has an enviable list of clients that includes the who's who of Fortune 500 Hi Tech Firms as well as large manufacturing giants, lining up perfectly with Zensar's focus areas.

Indigo Slate - Leadership

Co-Founders – Indigo Slate

Sandy Sharma

Co-Founder and Chairman of Indigo Slate, Sandy is responsible for Strategy, Mentoring and Change Management at Indigo Slate. He is a serial entrepreneur, start-up advisor and active investor. Sandy has co-founded and successfully led 5 technology companies in the past.

Aaron Duggal

Co-Founder and CEO of Indigo Slate, Aaron is responsible for Growth and Operations Management at Indigo Slate. He has played a role in consulting for more than 15 years and in technology for 19 years. He is an Honoree to the 2015 Puget Sound Business Journal 40 Under 40 list

Zensar – US Head

Malay Verma

Malay joined Zensar over an year back and now heads Zensar's US business. With 27+ yrs experience across various client focussed roles cutting across Mfg, Retail etc., Malay brings to bear global experience with deep exposure to the US, UK and Indian markets
Sandy and Aaron will report to Malay post acquisition

END