

Date: October 04, 2016

|                                                                                                                                                                          |                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bombay Stock Exchange Limited<br>Corporate Service Department<br>1 <sup>st</sup> Floor, P. J. Towers<br>Dalal Street<br>Mumbai 400 001<br>Fax: (022) 2272 2039/2272 3121 | The National Stock Exchange of India Ltd<br>Exchange Plaza, 3 <sup>rd</sup> floor<br>Plot No. C/1, 'G' block<br>Bandra Kurla Complex,<br>Bandra(East)<br>Mumbai 400 051<br>Fax: (022) 26598237/26598238 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Sub: Press Release**

Dear Sirs,

Please find enclosed herewith a press release titled "**Zensar Technologies to showcase next-generation Digital Solutions at Dreamforce 2016**" 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**  
Membership No. A4075



**Zensar Technologies to showcase next-generation Digital Solutions at Dreamforce 2016**

**San Jose, CA, October 4, 2016:** Zensar Technologies, a leading digital solutions and technology services company, will showcase enterprise solutions built around the framework of 'Return on Digital™' at this year's Dreamforce 2016. The company will be showcasing its solutions at **booth #1853 at Moscone South from October 4-7, 2016**, detailing benefits of these solutions in the context of Cloud platform.

"We are confident that the solutions showcased here will enable enterprises to realize, "Return on Digital™" by leveraging the Cloud. As companies embark on their IT transformation path, it is essential to have a partner that can help them achieve their business objectives effectively and efficiently," **said Sandeep Kishore, CEO and MD, Zensar Technologies.**

**Harish Gala, Executive Vice President and Head, Enterprise Application Solutions,** "Our solutions will enable enterprises to do more with salesforce.com solutions, as well as be used in building them using salesforce.com as a platform; bringing in Zensar's expertise and demonstrated experience. Each demo is designed to enhance customer loyalty, enable simple and efficient operations, adding to overall enterprise profitability."

Zensar will showcase the following solutions at Dreamforce 2016:

**Loyalty solutions**

Loyalty programs are not just limited to reward customers for past purchases, but also to provide them with incentives for making future purchases and engage with the brand. An efficient loyalty program enables retention, cross-selling, and increased customer penetration, while providing a strong value proposition to the customer. Zensar's Loyalty solution hosted on cloud can help retail organizations drive profitable customer behaviour, enhances consumer spending, while providing valuable insights on consumer trends.

**Solution Highlights**

- Cloud based solution allows highly scalable cost effective deployment
- Social Media Integration readily available with Facebook
- Intuitive UI with easy & user friendly navigations.
- Mobile Ready for Customer access
- One instance allows management of multiple programs

**Return on Digital from Loyalty Solutions**

- Decrease Cost of Customer Acquisition
- Increase Sales engaging loyal customers
- Simplified Marketing with targeted communication
- Capture Customer foot print across channel to convert leads to sales
- Lower Cost of Ownership with no CAPEX
- Quicker Deployment cycle
- Reduced IT maintenance and admin costs

**Job Booking Solution**

The Job Booking Solution from Zensar, is a native salesforce.com field service application that gives real-time availability of field agents and dynamically books agents for field services, thereby eliminating the need of maintaining separate systems, and giving a complete 360° view of the Customer Service within the salesforce app. The solution leverages Zensar's vast experience in delivering domain specific solutions to our esteemed Retail, Utility & Manufacturing customers.

**Return on Digital from Job Booking solutions**

- Decrease Cost of Customer Acquisition
- Increase Sales engaging loyal customers
- Simplified –Automated real-time mode to engage Service engineers with customers
- Capture Customer requests and provide faster service confirmation.
- Lower Cost of Ownership with no CAPEX
- Quicker Deployment cycle
- Reduced IT maintenance and admin costs



## Tools and Accelerators

It is possible to stay ahead of competition by fast tracking salesforce implementation and saving effort, time & money on operational tasks by empowering salesforce admins and users with Zensar propriety Salesforce Tools and Accelerators.

## Return on Digital from tools and accelerators

- Created on salesforce.com platform to quickly and seamlessly align with existing salesforce implementations, with reduced build & installation costs
- Minimise implementation time with point and click deployment of tools and components
- Bring down Operational Costs due to increased efficiencies and faster decision making
- Increase ROI with faster deployments that are easy to measure and solve targeted business challenges

## 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 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.

## Follow Zensar via:

Zensar Blog: <http://www.zensar.com/blogs>  
 Twitter: <https://twitter.com/Zensar>  
 LinkedIn: <https://www.linkedin.com/company/zensar-technologies>  
 Facebook: <https://www.facebook.com/Zensar>  
 YouTube: <https://www.youtube.com/user/Zennovation>

## For any queries, feel free to reach out to:

| PR Contacts (Global Headquarters - India):                                                                                                                        | PR Contacts (US Region):                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Lavanya Jayaram<br>Chief Marketing Officer<br>Zensar Technologies<br>+91 9922243544<br><a href="mailto:lavanya.jayaram@zensar.com">lavanya.jayaram@zensar.com</a> | Julie Machnik<br>Director of Marketing<br>Zensar Technologies<br>508-621-4753<br><a href="mailto:j.machnik@zensar.com">j.machnik@zensar.com</a> |
| Aradhana Prabhu<br>Public Relations<br>Zensar Technologies<br>+91 9765999749<br><a href="mailto:aradhana.prabhu@zensar.com">aradhana.prabhu@zensar.com</a>        |                                                                                                                                                 |



#### 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.

