



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: September 15, 2025

To,
The Manager Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C/1, G Block,
Bandra - Kurla Complex, Bandra (East) Mumbai -400051

SYMBOL: ENSER
ISIN: INE0R9I01021

Dear Sir/Madam,

Sub: Submission of Press Release

"Enser Communications gears up for Structural Upswing as Insurance Sector enters High-Growth phase Post-GST Reform".

In terms of the requirement of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we are submitting herewith copy of the captioned Press Release for public dissemination and your record.

Copy of the Media Release is also available at www.enser.co.in

Kindly take it on your record and oblige.

Thanking you,

Yours faithfully,

for Enser Communications Limited
(formerly known as Enser Communications Private Limited)

Muskan (ICSI M. No. A62983)
Company Secretary and Compliance Officer

Encl: a/a



REGISTERED OFFICE: 5TH Floor 501-506, Arihant Aura, Turbhe, Navi Mumbai Sanpada, Thane, Maharashtra – 400703

CORPORATE OFFICE: 8th Floor, South Tower B, Splendor Spectrum One, Sector – 58, Gurugram, Haryana – 122102

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Press Release

Enser Communications gears up for Structural Upswing as Insurance Sector enters High-Growth phase Post-GST Reform

Gurugram, September 15, 2025 - Enser Communications Limited, a fast-growing provider of BPM and customer lifecycle management solutions to the insurance, fintech, and financial services sectors, **welcomes the Government of India's landmark decision to EXEMPT individual life and health insurance premiums** from the prevailing 18% Goods and Services Tax (GST), effective September 22, 2025.

Far more than a regulatory adjustment, this progressive reform **marks a strategic turning point for India's insurance ecosystem - reshaping affordability, unlocking mass-market access, and generating a cascading effect across the entire insurance value chain, from policy issuance and servicing to renewals and long-term customer engagement.**

India's insurance sector was already on a strong growth trajectory. According to industry estimates, life insurance gross written premiums are projected to grow at a CAGR of 9–10%, health insurance at 12.8% CAGR through FY28, and general insurance at 10%+ CAGR- during FY24 - FY28 driven by rising awareness, digital adoption, medical cost inflation, and increasing penetration into semi-urban and rural areas. The removal of GST on individual protection products is expected to accelerate this momentum, by making insurance more affordable and placing more disposable income in the hands of Indian households-thereby supporting financial inclusion and long-term economic resilience.

"We commend and express our deep gratitude to the Government of India and the GST Council for this historic reform," said **Mr. Rajnish Sarna, Managing Director, Enser Communications Limited** "This decisive step not only increases the affordability of essential protection products but also helps channel liquidity into the formal financial ecosystem. As more families become able to access basic life and health coverage, we expect a strong pickup in demand for protection-led financial instruments."

In this context, **Enser is strategically positioned to be a direct operational beneficiary and a key growth enabler.** The Company already partners with a robust mix of leading private and digital-first insurers, InsurTech platforms, and government-backed insurance initiatives. As insurers ramp up policy issuances, renewals, onboarding, and sales of add-ons and riders, Enser's core service offerings-including telesales, multilingual customer support, KYC/document verification, policy servicing, and retention campaigns-are well aligned with these evolving demands.

With execution capabilities across customer acquisition, digital KYC, claims assistance, CRM analytics, and omni-channel communication (voice, IVR, chat, and email), Enser has built the infrastructure to scale efficiently. The Company currently serves a diversified portfolio, including leading names in the Indian insurance sector, who have outsourced their customer acquisition and retention services to Enser -positioning us as one of the most dynamic and growth-focused players in the industry.

Looking ahead, Enser sees this policy reform as a catalyst that meaningfully enhances the operating environment. **The expected increase in insurance volumes will drive broader engagement mandates, expanded servicing requirements, and deeper regional penetration.**



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"This GST exemption is more than just a policy win-it's a systemic unlock for the insurance economy," added Mr. Sarna. "We are not merely responding to increased demand; we are ready to help shape and sustain it. Our mission is to empower insurers to reach newer audiences, manage scale effectively, and deliver seamless service at every touchpoint."

As India advances toward broader insurance penetration and deeper financial inclusion, Enser's integrated capabilities make it a critical partner in enabling this evolution. **With its strong client relationships, agile delivery model, and sector-focused expertise, Enser is well-placed to support insurers during what is shaping up to be one of the most transformative growth phases in the Indian insurance landscape.**

About Enser:

Enser Communications Limited is an emerging player of Business Process Management (BPM) Industry, offering cutting-edge solutions designed to enhance customer experiences and drive operational excellence ("Enser").

Enser helps its clients manage their Customer Life cycle using its Business Process Management Platform. Enser facilitate rich consumer engagement and understanding by crafting end to-end consumer interaction solutions that are flexible and customized to deliver for our client's business objectives. Enser provides Customer Acquisition services, it is an automated, defined and optimized process for gaining new customers, from lead generation to conversion, aiming to enhance efficiency and effectiveness. Apart from this Enser provides Automated Premium Collection Engine, Integrated Voice recognition Response System, C-SAT Surveys, Cyber Security, CRM Development, Digital Signages, Interactive Flat Panel, Audio video solutions and other services to its customers.

Enser operates from its various facilities functioning from Mumbai, Gurugram, Bangalore, Jaipur and Chennai. Enser's BPM tech enabled platform integrates with voice, chat, email, IVRS, and other social media engagements for customer acquisition as well as customer service strategies, specializing in Client Interaction Management.

Enser, founded and led by industry stalwarts Rajnish Sarna and Harihara Iyer and a team of seasoned professionals, represents decades of collective experience, proven track record of driving innovation and delivering measurable results.

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For further information,
you may please visit www.enser.co.in
please contact Ms. Muskan | investors@enser.co.in

For more details or to connect for investor queries and meeting requests, please reach out to our investor relations team.
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