ENSER COMMUNICATIONS LIMITED

(Formerly known as Enser Communications Private Limited)

CIN: U64200MH2008PLC182752

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

Email: solutions@enser.co.in **Website:** enser.co.in **Phone:** 0124-4258077

Date: 07.05.2024

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

Dear Sir/Madam,

Subject: Media Release

"Enser Communications Limited entered into Memorandum of Understanding to launch cloud-based Customer Interaction solutions"

Dear Sir/Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled **"Enser Communications Limited entered into Memorandum of Understanding to launch cloud-based Customer Interaction solutions".**

Please disseminate this information on your official website and oblige.

Thank you,
Yours faithfully,

For Enser Communications Limited

Muskan
Digitally signed by Muskan
Date: 2024.05.07 19:29:28 +05'30'

Muskan
Company Secretary and Compliance Officer

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Press Release

Enser Communications Limited entered into Memorandum of Understanding to launch cloud-based Customer Interaction solutions

7th May, 2024 Gurugram: Enser Communications Limited, an emerging player in Business Process Management company (BPM) Industry, is pleased to announce that it has entered into a Memorandum of Understanding (MoU) to set up cloud-based services platform to help companies set up and scale up their Customer Interaction solutions for Collections, Customer Acquisition, Customer Service and many more innovation solutions.

Key Points of the Business Understanding: Enser Communications Limited, led by Mr. Rajnish Sarna, with over 3 decades of experience in customer acquisition and customer service domain, and Mr. Uday A Vaishampayan, Director-Business Operations of Teckinfo Solutions Private Limited both have worked together on various offerings to customers jointly, decided to bring the relationship to its logical conclusion and launch a partnership to promote the same to the market place. According to Rajnish Sarna, Managing Director and a veteran in the Business Process Management space, "With advent of various new business and the need for increased interactions with customers there is a need felt to improve on customer experiences, the space is becoming very dynamic and competititve and the only differentiator becomes the way you make your customer feel about their experiences with you while they interact with you through various interactive points. A need was felt therefore to develop a product that makes it easier for companies to help in this objective using upcoming technologies."

Cloud-based Customer Interaction solutions shall be a game changer and includes all interaction touch points (voice, chat, email etc). Results are measured through various MIS, and other tools needed to measure strength of the experiences plus customer satisfaction levels. Both the veterans in the industry decided to launch a Cloud based Customer Interaction Platform that will cater to client interaction needs of Small to large enterprises.

With this launch Enser Communications Limited is looking to add value to the industry. Since Enser services the domain of BFSI, edtech amongst its most prominent segment, this will help in increase demand for these verticals over the next couple of years. And therefore, this partnership becomes critical to have a seamless end to end solution.

Initially this service will be launched for Mumbai, Delhi-NCR and Bangalore and subsequently across the India. There may be an opportunity to take this offering to other neighbouring countries, geographies as well.

How does this product help the Market? All companies need to focus on 4 areas in their business endeavours:

1. Customer Acquisition
2. Collections
3. Customer Service
4. Customer Retention

The larger organisations can afford expensive solutions to be able to cater to these 4 areas, however for the mid and SME enterprises it is difficult to be able to implement this through their journey unless some expertise is available and that too at a cost that does not make their business unviable. This is where Enser "**Touchpoint**", a CRM based Customer Interaction cloud solution comes into play.

According to Uday Vaishampayan "This association between Enser and Teckinfo" will help create much stronger companies out of the young start up ecosystems as well as the MSME segments that is looking forward to such solutions."

Future Scope and vision of this association: Both companies are looking to grow this association and to launch more products over a period of time for customers across the globe, these products will include: Chat BOT, Voice BOT solutions, IVR and CRM all in the Customer Interaction Management//BPM space.

Enser Management is confident of adding at least Rs. 100 million Revenue within the year of the launch/implementation of this Cloud-based Customer Interaction Solutions and that too with good profit margins.

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

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 operates from its various facilities functioning from Mumbai, Gurugram, and Bangalore spread in 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, founded and led by industry stalwarts Rajnish Sarna, Harihara Iyer and a team of seasoned professionals, represents decades of collective experience, proven track record of driving innovation and delivering measurable results.

NSE EMERGE Scrip Code: ENSER
For further information,
you may please visit www.enser.co.in
please contact Ms. Muskan | muskan.sharma@enser.co.in

Disclaimer: Certain statements and words in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by these forward-looking statements. Enser Communication Limited shall not be in any way responsible for any action taken based on such a statement.

Cloud Based Customer Interaction Solutions

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Touch Point

Cloud Based Customer Interaction Solutions

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Contact Us

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Benefits of Cloud Contact Center Deployment for Enterprises

- Omni-channel Communication
- Automatic Call Distribution
- Interactive Voice Response
- Skill-Based Routing
- Call Queuing and Callback
- Real-Time Monitoring and Reporting
- CRM Integration
- Call Recording and Quality Monitoring:
- Analytics and Insights
- Remote Workforce
- Integration with Collaboration Tools
- Scalability and Redundancy

Touch Point

Powered by teckinfo