



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: October 11, 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

ISIN: INE0R9I01013

Dear Sir/Madam,

Sub: Submission of Press Release

Enser Communications inaugurates advanced facility in Jaipur, Enhancing Cost Efficiency and Strategic Growth Potential

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.

Thank you,

Yours faithfully,

for **Enser Communications Limited**

(formerly known as Enser Communications Private Limited)

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by Muskan
Date: 2024.10.11
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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: 217, 1st Floor, Phase 1, Sector 20, Udyog Vihar, Gurugram-122001

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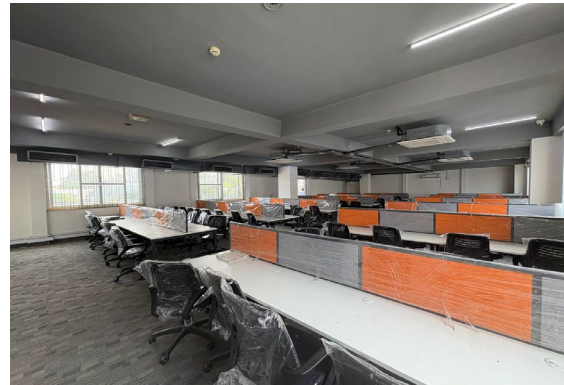


Press Release

Enser Communications inaugurates advanced facility in Jaipur, Enhancing Cost Efficiency and Strategic Growth Potential

Gurugram, October 11, 2024: Enser Communications Limited, an emerging leader in India's BPM industry, is pleased to announce the **inauguration of a new, advanced, state of the art facility in Jaipur, featuring enhanced operational capabilities and in-house data center facilities. This significant milestone follows the successful integration of recently acquired businesses** and marks a strategic move aimed at improving cost efficiency and positioning Enser for robust growth in emerging sectors.

The new facility, designed to accommodate over 600 professionals, includes modern technology to optimize service delivery and improve client outcomes. **With integrated data center capabilities, Enser can offer enhanced data security and support a diverse clientele in an increasingly digital landscape.**



"We are excited to unveil this new facility in Jaipur, which represents a significant strategic advantage for Enser," said Mr. Rajnish Omprakash Sarna, Managing Director of Enser Communications Limited. "This location provides a cost-effective operational model, allowing us to invest more in expanding our service offerings and exploring new business opportunities."

Enser is strategically targeting **high-potential sectors such as insurance, banking, edu-tech, digital payments and health services, while also tapping into rising consumer spending in housing, luxury, leisure, and travel.** The company plans to further expand its seating capacity in Jaipur to support anticipated growth in these areas.



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A noteworthy development includes one of Enser's client in life insurance sector is expected to generate business opportunities and will be setting up its presence with Enser in Jaipur. This aligns with Enser's vision of leveraging emerging market trends and adapting to the changing spending behaviour of affluent consumers.

It is pertinent to highlight the significant growth we are witnessing in our Jaipur operations, with customer expansion increasing by over 30% in recent months. Additionally, we are in advanced discussions with two more clients who will be onboarded soon, further solidifying our presence and service offerings in the region. This strategic move underscores our dedication to meeting the growing demands of our clientele and reinforcing our position in the market.

"The Jaipur facility not only enhances our operational efficiency but also positions us to capitalize on new growth opportunities arising from India's dynamic economic landscape," added Mr. Sarna. "We are committed to maximizing the potential of our integrated operations and in-house data center capabilities as we continue to evolve."

All these developments underscores Enser Communications' strategic focus on scalable growth and market adaptability, making it a compelling opportunity within the BPM industry. The company remains dedicated to exploring further collaborations and acquisitions to solidify its leadership position while continuously adapting to the needs of a rapidly changing market.

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 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 and other services to its customers.

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 from Mumbai, Gurugram, Jaipur and Bangalore, 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 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.

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For further information,

you may please visit www.enser.co.in

please contact Ms. Muskan Sharma | muskan.sharma@enser.co.in, investors@enser.co.in

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