



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: November 22, 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 expands into South India: Unlocking Potential with New Service Unit in Chennai

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)

Muskan (ICSI M. No. A62983)

Company Secretary and Compliance Officer

Encl: a/a



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Press Release

Enser Communications expands into South India: Unlocking Potential with New Service Unit in Chennai

Gurugram, November 22, 2024 — Enser Communications Limited, an emerging leader in India's Business Process Management (BPM) industry, is pleased to announce the launch of its first service unit in South India, located in Ambattur, Chennai. This expansion represents a key milestone in the company's growth strategy, enabling Enser to tap into one of the nation's most vibrant and rapidly evolving markets.

Chennai, as a critical business hub in India, offers Enser a unique opportunity to leverage its robust infrastructure and a highly skilled, youthful workforce. This strategic decision positions Enser Communications to both strengthen its presence in the southern region and capitalize on the immense talent and potential the region has to offer.

Capitalizing on South India's Growing Business Ecosystem

Chennai is renowned for its strong business ecosystem and the availability of a highly educated, tech-savvy workforce—an essential factor for success in the BPM industry. The city's vibrant talent pool is the perfect match for Enser's commitment to driving innovation, operational excellence, and customer-centric service delivery.

This expansion into South India is especially significant, as the region's rapidly growing economy and youthful, dynamic workforce make it an ideal location for scaling operations. Enser Communications is well-positioned to tap into these emerging opportunities and extend its reach to a broader client base.

"The opening of our first service unit in Chennai marks a transformative moment in Enser Communications' journey," said Mr. Rajnish Sarna, Managing Director of Enser Communications. **"With the region's dynamic workforce and thriving business environment, this new facility allows us to expand our operations strategically and better serve our clients with faster, more efficient solutions. We are excited about this expansion and the long-term impact it will have on our business and stakeholders. We look forward to the positive impact this expansion will have on our business, our employees, and the communities we serve."**

Enhancing Service Delivery and Customer Experience

In line with Enser's core philosophy of excellence, the new service unit will be equipped with cutting-edge technology and staffed by a dedicated team of skilled professionals. This investment will enable the company to deliver enhanced customer experiences with improved response times, superior service quality, and a more personalized approach to meet the diverse needs of its clients.

By establishing a local presence in Chennai, Enser Communications will be able to quickly adapt to market demands, fostering greater operational efficiency and better serving customers across South India. This move reinforces the company's position as a leader in the BPM space, further establishing Enser as a trusted partner for businesses seeking innovative and agile solutions.



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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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