ZenSar TECHNOLOGIES
Your Transformation Partner

Registered Office : Zensar Technologies Limited, Zensar Knowledge Park, Plot No. 4, MIDC Kharadi,
Off Nagar Road, Pune 411014, India Tel.: +91 (20) 66057500, 27004000 Fax: +91 (20) 66057888 CIN: L72200PN1963PLC012621

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

Sub: Press Release

Dear Sirs,

Please find enclosed herewith a press release titled **"Zensar partners The Foschini Group (TFG) in Creating Digital and Mobile stores"** 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

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Zensar partners The Foschini Group (TFG) in Creating Digital and Mobile stores

New range of menswear fashion sites go live

Pune, India , August 11, 2016: Zensar Technologies, a leading digital solutions and technology services company, today announced that its Digital Commerce Division (a leading global Oracle Commerce partner) has successfully partnered South Africa's largest apparel, jewelry and home furnishings specialty retailers, The Foschini Group (TFG) in creating a new mobile and online store for its menswear fashion brands. The Zensar team developed a seamless online shopping experience across TFG's multiple menswear stores encompassing a range of trendy fashion to the exclusive tailored collections, all available at the click of a button. The new sites offer all access to TFG's key menswear brands like Markham, Fabiani and Relay Jeans.

According to **Sandeep Kishore, CEO and Managing Director, Zensar Technologies,** "We are delighted to have enabled TFG deliver visible value to their customers as they implement their ambitious digital strategy. Our team has delivered a seamless shopping experience via the website and mobile sites. Zensar's expertise in helping enterprises to be digital ready helps our global customers leverage innovative digital commerce solutions."

"At TFG, we are banking on ecommerce growth as the business model needs to be 24/7 for customers who wish to shop anytime, from anywhere. We were focused on building a clearly differentiated approach towards going online and needed a digital commerce partner with proven capability in setting up successful ecommerce brands. The Zensar team has been able to help us get ahead on our digital strategy seamlessly and on time," **commented Brent Curry, CIO, TFG.**

According to Kumar Rayasam, Senior Vice-President, Digital Commerce Services, Zensar Technologies, "We leveraged our extensive global experience and expertise in developing and delivering mobile and commerce sites, to successfully launch the mobile site for TFG's popular menswear fashion brands. Working closely with TFG, we helped create a user-friendly and customer centric mobile platform that allows TFG to differentiate and personalize the shopping experience for their customers."

The TFG group has embarked on an aggressive strategy to include new groups of customers by making all their brands easily accessible to them in an easy, convenient manner. The entire project has been led by innovative implementation of Zensar's ecommerce solutions designed to meet specific business objectives of the TFG group.

Some of the key customer led benefits and features included in TFG's menswear fashion sites are as follows:

- All sites are completely mobile optimized with facility to shop from anywhere, at all times
- An automated wish list messaging feature has a calendar functionality to remind customer on special occasions, hence enabling an enriched experience
- In order to ensure that the customer receives his preferred product, there is a store locator feature in case the product is not available online

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- One of the clear differentiators is the facility wherein a customer can easily navigate through ten TFG group store sites, with just one shopping cart enabled, making it a one click shopping destination

About Zensar Technologies (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.

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About TFG
Visit www.tfg.co.za to browse and shop, or chat to them on Facebook.

PR Contacts (Global Headquarters - India):
Lavanya Jayaram Chief Marketing Officer Zensar Technologies +91 9922243544 lavanya.jayaram@zensar.com
Aradhana Prabhu Public Relations Zensar Technologies +91 9765999749 aradhana.prabhu@zensar.com

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.

