ZenSar TECHNOLOGIES
Your Transformation Partner

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Date: August 19, 2016

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Sub: Press Release

Dear Sirs,

Please find enclosed herewith a press release titled **"Zensar Listed as a Digital Commerce Service Provider"** 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

ZENSAR TECHNOLOGIES LTD. PUNE 411014

Zensar Listed as a Digital Commerce Service Provider
In Gartner 2016 Digital Commerce Vendor Guide

Pune,India, August 19, 2016: Zensar Technologies, a leading provider of digital solutions, software and infrastructure services, has been listed in "The Gartner Digital Commerce Guide, 2016"[1] [G00302364] as a Digital Commerce Service Provider.

According to Gartner, "By 2018, more than 50% of commerce sites will integrate technologies from more than 15 vendors to deliver a digital customer experience."

Gartner states that digital commerce "services aim to optimize a company's processes and integrate related technology applications and platforms into a consistent, stable and secure customer experience for digital commerce."

Sandeep Kishore, CEO and MD, Zensar Technologies said, "Digital Commerce is one of our strategic focus areas and growing at a steady pace. We are delighted to be included in Gartner's Digital Commerce Vendor Guide for 2016. We have one of the largest commerce practices, with expertise in having partnered leading global brands through their strategic commerce implementations, enabling them to get started on their digital transformation path."

According to Kumar Rayasam, Senior Vice-President, Zensar Technologies, "We have enabled some of the biggest and best retail brands on the Internet Retailer Top 10 list worldwide to drive continuous innovation by building successful Omni-Commerce experiences and integrations. We believe this inclusion is an acknowledgement of our mature practice, delivery excellence and deep understanding of the industry at large."

Zensar holds the distinction of being one of the largest Oracle ATG and Endeca partners in the world, after it acquired Professional Access. Being an Oracle Platinum partner, it has successfully worked with several large and mid-sized retailers to build and implement their e-Commerce strategies.

Zensar's implementations in the Oracle e-Commerce space includes Oracle EBS, Oracle Retail and Fusion Middleware solutions for global clients. Zensar's 900 commerce experts work towards enabling $54 Billion worth of online transactions globally across varied customers.

[1] Gartner, The Gartner Digital Commerce Vendor Guide, 2016, May 25, 2016

About Zensar (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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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.

