

Simplify  
Optimise  
Accelerate





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# Mission Report

22% | CAGR for Revenue and PAT in the last 5 years  
2115\* | Crs FY13 Revenues  
173.07\* | Crs FY13 PAT  
6500+ | Associates  
290+ | Active Customers  
140+ | Global Locations  
13<sup>th</sup> | in Nasscom Top 20 Indian IT Providers ranking  
2 | Case Studies by HBS\*\* on Zensar

\* In INR

\*\* Harvard Business School

Transformation  
partners to  
global corporations

# Vision Mission

Leveraging technology and processes to help customers attain their goals

# Corporate Profile

Zensar Technologies is among the top 13 technology and software services providers from India, and is seen today as a valuable change partner for enterprises to drive transformation by providing innovative technology solutions.

Zensar's industry expertise spans across Manufacturing, Retail, Healthcare, Banking Financial Services and Insurance. Zensar has presence across US, UK, Europe, Middle East, South Africa, Singapore, China, Australia and Japan, and delivers comprehensive services for Mission-Critical Applications, Enterprise Applications, Infrastructure Management, Business Intelligence, CRM, Business Process Management and new technologies like Social Media, Mobility, Analytics and Cloud Computing. With over 6500+ associates and 290+ customers, Zensar helps transform global corporations.



# Board of Directors

**H V Goenka**  
Chairman

**P K Mohapatra**  
Director

**John Levack**  
Director

**Dr Ganesh Natarajan**  
Vice Chairman and CEO

**P K Choksey**  
Director

**Venkatesh Kasturirangan**  
Director

**Arvind Agrawal**  
Director

**A T Vaswani**  
Director

**Niraj Bajaj**  
Director

**Manish Dugar**  
\*Director

\* Term 25.07.2012 to 31.05.2013

# Leadership Team



**Dr. Ganesh Natarajan**  
Vice Chairman and CEO



**Vivek Gupta**  
Chief Executive and Head,  
Global Infrastructure  
Management



**Nitin Parab**  
Chief Executive and Head,  
Enterprise Transformation Services



**S. Balasubramaniam**  
Chief Financial Officer



**Yogesh Patgaonkar**  
Global Head, Human Resources



**Ajay Bhandari**  
Chief Corporate Development Officer



**Sanjay Marathe**  
Head, Strategic Services Unit  
and CTO



**Harish Gala**  
Head, Enterprise Applications  
(Oracle and SAP)  
and Hyderabad Location



**Prameela Kalive**  
Head, Strategic Services  
and Pune Location

# Chairman's Note



**Mr Harsh Goenka, Chairman**



## Dear Shareholders,

Uncertainty and moderation of global economic activity characterised the year. While there has been policy reaction in some markets, changing direction of interest rates and currencies, there was a higher degree of uncertainty than at almost any time in recent memory, leaving the IT-BPM industry significantly impacted.

These economic whirlwinds have influenced budgetary tightening, translating to smaller deal sizes. However, counter intuitively, there is a clear delinking of overall IT-BPM spending with respect to economic turmoil in the past few years. Rising consumerisation of the enterprise segment, for the clients, has meant increased competition, and companies adopting new forms of services to create differentiation. It has also led to change management matters, and both these areas of new services and change management have been operative sources of business for IT-BPM firms. New areas such as social media, mobile, analytics and cloud are increasingly driving technology spending, and will emerge as mainstays as this decade progresses.

The industry today is at a crossroad with the first USD 100 billion largely a labour arbitrage play; the next USD 100 billion will be a combination of higher value services and increasingly non-linear, combined with a transformed cost proposition. Today, the Indian IT-BPM

industry has already begun moving from enterprise services to providing 'enterprising solutions'. These are not standard lift and shift solutions, but involve a high degree of proactiveness, maturity, business understanding and entrepreneurship. The Indian IT-BPM industry is leading the drive to design solutions incorporating SMAC (Social, Mobile, Analytics, Cloud) to offer innovative, enterprising answers. These enterprising solutions are able to create client impact on not only cost, but also revenues, profit margins and cash flows.

Zensar has renewed its emphasis on the core industry verticals of Manufacturing, Retail and Insurance; made investments in the emerging growth vertical of Healthcare, new technologies - social, mobility, analytics and cloud; integrated and consolidated the Infrastructure Management business; and made deeper inroads in emerging geographies of Asia Pac, Middle East and Africa, setting itself on a mission for the next phase of growth.

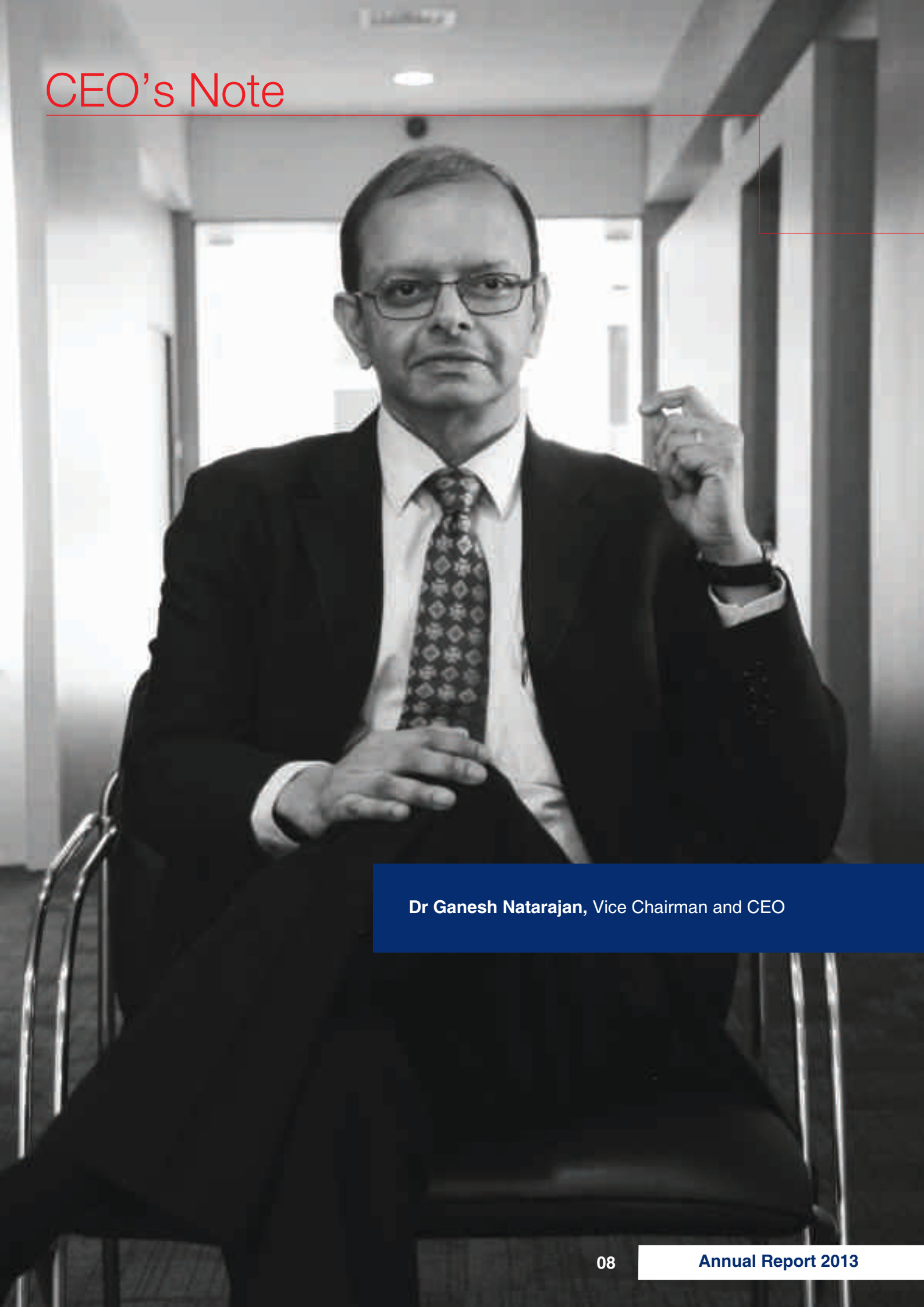
Enhanced customer focus through verticalisation, continued investment in innovation and non-linear areas, and focus on building value for the client through its services and solutions, position Zensar well to be one of the leaders of the industry in the years to come.

Sincerely  
Harshvardhan Goenka

“Today, the Indian IT-BPM industry has already begun moving from enterprise services to providing 'enterprising solutions'. These are not standard lift and shift solutions, but involve a high degree of proactiveness, maturity, business understanding and entrepreneurship. The Indian IT-BPM industry is leading the drive to design solutions incorporating SMAC (Social, Mobile, Analytics, Cloud) to offer innovative, enterprising answers.”

# CEO's Note

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**Dr Ganesh Natarajan, Vice Chairman and CEO**