

**Date:** 30<sup>th</sup> March, 2017

**BSE Limited**

P.J. Towers, Dalal Street  
Mumbai - 400 001

**Attn:** Senior General Manager - Listing  
Compliance

BSE Scrip: 504067

**National Stock Exchange of India  
Limited**

Exchange Plaza  
Plot No. C/1, G Block,  
Bandra - Kurla Complex  
Mumbai – 400 051

**Attn:** Head – Listing Compliance  
NSE Scrip Code: ZENSARTECH

Dear Sir,

**Sub:** Presentation titled "Zensar acquires Keystone"

Enclosing herewith a presentation titled "Zensar acquires Keystone".

We request you to kindly take the above presentation on record and acknowledge receipt of the same.

Yours faithfully,

For **Zensar Technologies Limited**

Rajiv Mundhra  
**Authorised Signatory**



**Encl:** As above



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RPG

# Zensar Technologies Limited

Acquisition of Keystone Logic – 30<sup>th</sup> March, 2017

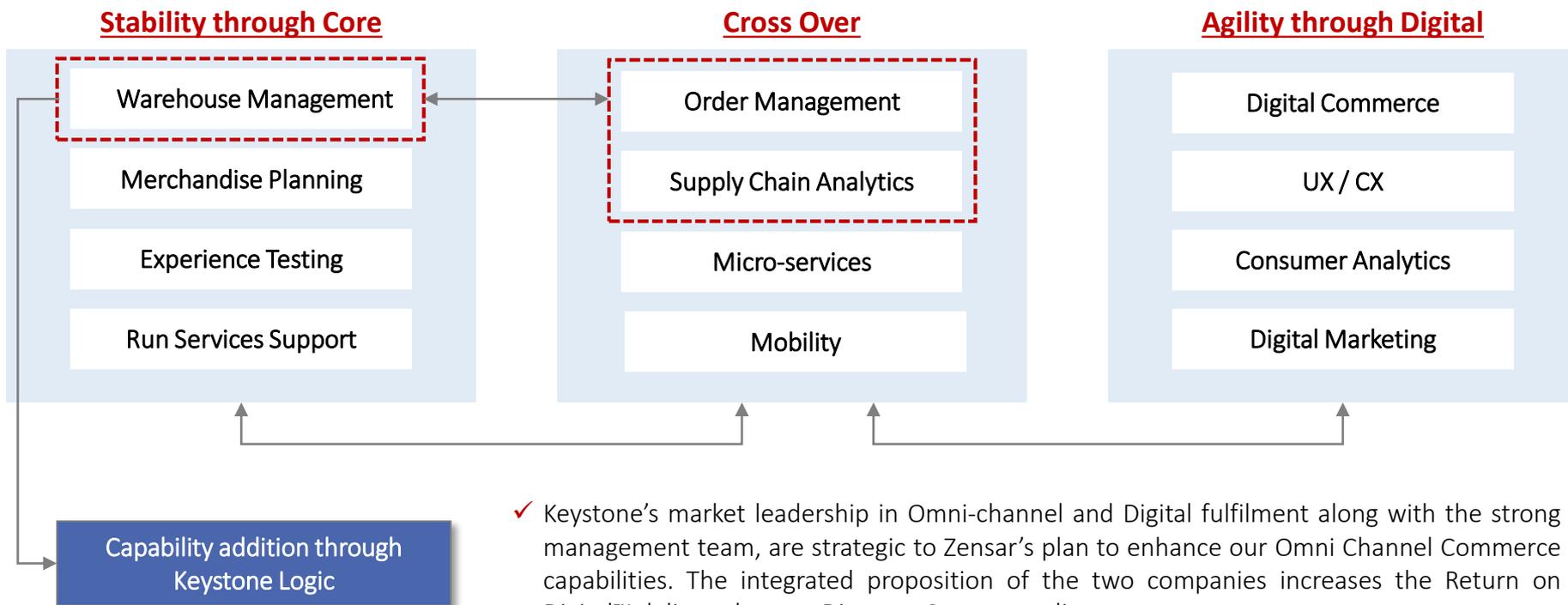
# Zensar Technologies Acquires Keystone Logic

## DEAL HIGHLIGHTS

<b>Company Acquired and Structuring</b>	Keystone Logic Inc. will become a wholly owned subsidiary of Zensar Technologies Inc. and Keystone Logic Limited will become part Zensar Technologies Limited
<b>Specialization</b>	Keystone is a leading Omnichannel and Digital Supply chain company, headquartered in Bangalore, India with an office in Atlanta, US.
<b>Consolidated Revenue for FY16</b>	USD 12.7 Mn
<b>Mode of Purchase</b>	Business Purchase in India and Share Purchase in US
<b>Mode of Financing</b>	Internal Accruals
<b>Impact on Zensar EPS</b>	EPS Accretive

# Acquisition Rationale – Return on Digital™

By 2020, non-store retail is expected to account for 12% of the overall US retail marketplace for non-automotive goods. The concept of a wall-less, Omni channel retail world underpins many of the drivers, trends, and strategies that will evolve by 2020.



- ✓ Keystone's market leadership in Omni-channel and Digital fulfilment along with the strong management team, are strategic to Zensar's plan to enhance our Omni Channel Commerce capabilities. The integrated proposition of the two companies increases the Return on Digital™ delivered to our Direct to Consumer clients

# Keystone Business Overview

## Overview

- Founded in 2009, Keystone is a Bangalore, India headquartered IT services provider specialized in Omni-channel retail and Supply Chain solutions providing both bespoke custom solutions and package implementation. It is also a leading implementation partner for Supply Chain products from Manhattan Associates (WMOS).
- Keystone has ~210 employees spread across its offices in Bangalore, India and Atlanta, US

## Partnerships and Clients

- Keystone is a Manhattan Associates Value Partner since inception and has the largest pool of Manhattan Associates – WMS implementation specialists outside of Manhattan Associates
- Keystone has clients across Retail, Telco and Distribution industry with majority of them from Retail.



## Keystone Mission

To enable customers to derive significant and sustainable value from their supply chain investments while transforming their supply chains as an engine of future growth.

### Digital Supply Chain

Pure play e-tailers are fast gaining ground across sectors. Retailers, more now than ever, need to have a clear strategy to combat this and propel their Omni-channel journey at a faster pace. Strategic supply chain innovations are a way forward.

Keystone has created sophisticated supply chain solutions when existing vendor supplied products don't suite the clients' strategic needs.

### Application Engineering

Keystone Logic's off-shore services are leveraged by Retailers to keep their IT initiatives and vision on track while avoiding high costs. Keystone delivers world-class software, backed with performance guarantee while partnering with the clients in every respect.

Keystone's Engineering Services unit enables Retailers to maximize value from their IT spend and accelerate their return on investments.

### Manhattan Associates

Supply chains are the backbones of companies across verticals. Excellence of organizations is largely predicated on the agility and strength of the supply chain and systems; distribution centres or warehouse play a significant role. A high performing supply chain invariably opens us new vistas of opportunities and enables organizations to growth and gain market share and increase customer loyalty.

### Business Intelligence

As organizations grapple with ever rising amounts of data and the challenges associated with making sense of it, BI solutions typically emerge on the scene.

When IT and marketing budgets are limited, companies need to make better sense of available data so that wise investments can be made to generate higher ROD.

# Team Digital Commerce Services @ Zensar



**Ravi Joshi**

Founder and CEO, Keystone

Ravi Joshi is a proven leader with successful stints in building organizations from the ground up and in creating sustainable business lines. As a technologist, Ravi has made significant contributions in software architecture, design and development, running large enterprise software implementations and supporting Fortune 500 customers.

For the past seven years, Ravi has invested all his energies in building Keystone Logic into a reputable supply chain services organization that is helping its marquee clients become leaders in their verticals while pushing Omnichannel technologies further.

Prior to starting Keystone Logic, Ravi was at Manhattan Associates for 11 years. He was instrumental in developing the market leading software solutions for distribution management, driven by warehouse management and order management systems. Ravi was also entrusted with leadership role in setting up Manhattan's India centre, which he did very successfully.



**John Blackburn**

Head – Digital Commerce Business

John has spent his career in client focused consulting, strategy, large scale transformation and solution development for clients. He began his career in consulting with EY and PwC with a focus on Retail and Consumer Goods. After PwC Consulting was acquired by IBM in 2002, he spent 12 years with IBM.

While with IBM he led the Global Retail Strategy, Solutions and Business Development teams to define IBM Retail go-to-market, solution portfolio, acquisition roadmap, and key client engagements. He later became the VP of Distribution Sector (Retail, CPG, Travel & Transportation) for Asia, South America, Eastern Europe and Australia and led sales, delivery, development and marketing functions.

For the last year, John has been with CSC to help them build their Retail, Consumer. Travel & Transportation business from the ground up and turning around their Americas Consulting business.

# Multiple Areas to drive Synergies

- The ability to provide a combined integrated offering of Commerce coupled with Digital Fulfilment and Supply Chain is an unbeatable combination in Retail. Zensar now has the opportunity to provide integrated services to its clients and to the clients of Keystone
- This acquisition adds some marquee Fortune 500 Retail clients to Zensar's customer roster and is in line with Zensar's strategy of focusing on Global 1000 clients while at the same time exiting smaller clients
- Manhattan skills and the dominance of Manhattan in the US Retail market, provides Zensar the opportunity to approach a whole new set of clients with a unique value proposition
- With a largely US capability, it provides Zensar the opportunity to further cement its leadership in the Retail space both in the US and UK markets. Retail now accounts for 27% of Zensar's revenues post acquisition on an annualized basis

# Zensar Technologies

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