

# Zensar gets over \$5 m orders from W. Asia, S. Africa

Targets over 10% of total revenues from these markets

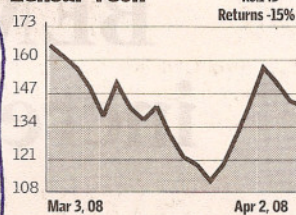
Our Bureau  
Pune, April 2

**Z**ensar Technologies, software services and BPO provider, has won over \$5 million new deals in West Asia and South Africa in the first three months of 2008 and is now targeting over ten per cent of its total revenues from this market segment.

The emerging markets have been maturing as outsourcing destinations in addition to the mainstay territories of US and UK.

It is aiming to become one of the top three outsourcing vendors in South Africa and the UAE by the

## Zensar Tech



end of the decade, Dr Ganesh Natarajan, Global Chief Executive Officer, Zensar Technologies, has said.

He noted that in the UAE, Zensar has had a longstanding relationship with Oracle, and also has an Oracle Certified Partner status,

helping gain large-scale retail solution implementation for major retailers in the region.

The company is also an exclusive IT outsourcing partner for the largest retailer in West Asia and has expanded its relationship in the area of human capital development for customers.

He noted that Zensar provided end-to-end solution with focused solutions for the retail and insurance industries.

### VALUE PROPOSITION

Mr Yogesh Patgaonkar, Head-Middle East, India

and Africa (MEIA) business, announcing his strategy for the territory said, "Zensar's First Time Offshoring/Outsourcing (FTO) offering has increasingly proven to be a focused value proposition in these emerging markets and the methodology has succeeded in making new business happen.

"It has opened up a number of opportunities in the retail, manufacturing and financial domain. Domestic business too has gained tremendous momentum with the entire MEIA market looking at a growth to a size of \$75 million for Zensar."