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Zensar sets up unit in Pune

Pune: City-based software and BPO firm Zensar Technologies today announced its first deal in the domestic BPO sector, which is expected to generate more than Rs 10 crore revenue annually for the company. Zensar has set up a centralised customer relationship management centre in Pune for Kotak Mahindra Bank's credit card business. The centre is operational since April and presently has 250 professionals in Pune and by March 2009, the strength is expected to hit 500. **BS Reporter**