



ENSER COMMUNICATIONS LTD.
(formerly known as Enser Communications Pvt. Ltd.)
CIN: L64200MH2008PLC182752

Date: 15.07.2024

To,

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C/1, G Block,
Bandra - Kurla Complex, Bandra (East)
Mumbai -400051

SYMBOL: ENSER
ISIN: INE0R9I01013

Dear Sir/Madam,

Subject: Submission of Media Release

“Enser Communications Limited commissioned a new Cutting-Edge Service Unit in Gurugram, Delhi NCR - driving Operational Excellence”

In terms of the requirement of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the captioned Media Release for public dissemination.

Copy of the Media Release is also available at www.enser.co.in

Kindly take it on your record and oblige.

Thank you,

Yours faithfully,
for **Enser Communications Limited**
(formerly known as Enser Communications Private Limited)

Muskan (ICSI M. No. A-62983)
Company Secretary and Compliance Officer

Encl: a/a





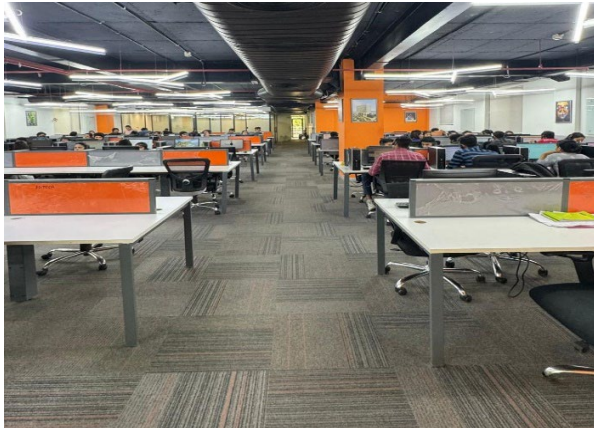
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Press Release



Enser Communications Limited commissioned a new Cutting-Edge Service Unit in Gurugram, Delhi NCR - driving Operational Excellence

Gurugram, 15th July 2024 – Enser Communications Limited, a rapidly growing company in India's BPM Industry space, proudly announces the commissioning of its newest, cutting-edge Service Unit in Sector 18, Phase IV, Gurugram. This state-of-the-art facility marks a significant milestone in Enser's commitment to advancing client interaction management and delivering top-tier Business Process Management (BPM) solutions.



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Funded by the company's recently concluded IPO proceeds, Enser has optimized its resources to establish an impressive infrastructure, expanding the originally planned seating capacity to accommodate 500 to 650 executives. Equipped with the latest technologies, centralised data-center, the new unit has already gone live for some of Enser's clients.

This Service Unit is expected to contribute to substantial revenue growth for the company, with projections indicating an additional 20% to 25% growth in revenue for the current and upcoming fiscal years. The facility offers a comprehensive suite of amenities designed to cater to the diverse needs of Enser's esteemed clientele. From advanced meeting rooms and collaborative workspaces to dedicated breakout zones, a modern cafeteria, and state-of-the-art training and conference rooms, Enser's new service unit sets a new standard in client service and operational excellence.

In this Service Unit, as a pilot project, Enser is establishing an Artificial Intelligence Research Lab (AI Lab) which will help it explore advanced AI-driven solutions to optimize client interactions, automate repetitive tasks, and enhance overall operational efficiency. The AI Lab will leverage cutting-edge technologies such as machine learning, natural language processing, and predictive analytics to develop bespoke solutions tailored to Enser's specific client needs. The AI Lab will serve as a hub for innovation, bringing together a team of experts to collaborate on developing and deploying AI-driven solutions across Enser's service portfolio.

"Our new Service Unit underscores our commitment to innovation and client-centric solutions," commented Mr. Rajnish Omprakash Sarna, Managing Director of Enser Communications Ltd. "It represents a significant leap forward, not just in terms of infrastructure but also in reaffirming Enser's dedication to delivering unparalleled value to our clients. Simultaneous with the commissioning of this state-of-the-art new service unit, our other service units across locations are also being upgraded with the latest technologies and infrastructure, with an objective to enhance operational capabilities and set a new benchmark for excellence in the BPM industry."

He further added *"Our AI Lab initiative represents our commitment to harnessing the transformative power of artificial intelligence in the BPM industry and by integrating AI into our service offerings, we aim to elevate client experiences, drive operational efficiencies, and unlock new avenues for growth."*

In essence, beyond its physical infrastructure, Enser's new Service Unit symbolizes its dedication to innovation and excellence. By fostering a culture of innovation and collaboration, the facility is strategically positioned to drive Enser's growth. It aims to enhance operational efficiency and set new benchmarks in service standards within the BPM industry.





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About Enser Communications Limited (Enser):

Enser is an emerging player of Business Process Management (BPM) Industry, offering cutting-edge solutions designed to enhance customer experiences and drive operational excellence.

Enser helps its clients manage their Customer Life cycle using its Business Process Management Platform. Enser facilitate rich consumer engagement and understanding by crafting end to-end consumer interaction solutions that are flexible and customized to deliver for our client's business objectives. Enser provides Customer Acquisition services, it is an automated, defined and optimized process for gaining new customers, from lead generation to conversion, aiming to enhance efficiency and effectiveness. Apart from this Enser provides Automated Premium Collection Engine, Integrated Voice recognition Response System, C-SAT Surveys and other services to its customers.

Enser's BPM tech enabled platform integrates with voice, chat, email, IVRS, and other social media engagements for customer acquisition as well as customer service strategies, specializing in Client Interaction Management.

Enser operates from its various facilities from Mumbai, Gurugram, Jaipur and Bangalore, helps its clients manage their Customer Life cycle using its Business Process Management Platform. Enser facilitate rich consumer engagement and understanding by crafting end to-end consumer interaction solutions that are flexible and customized to deliver for client's business objectives.

Enser, founded and led by industry stalwarts Rajnish Sarna, Harihara Iyer and a team of seasoned professionals, represents decades of collective experience, proven track record of driving innovation and delivering measurable results.

NSE EMERGE Scrip Code: ENSER

For further information,

you may please visit www.enser.co.in

please contact Ms. Muskan | muskan.sharma@enser.co.in, investors@enser.co.in

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