



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

Date: August 31, 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,

**Sub: Submission of Media Release**

**Enser Communications Limited Announces Strategic Expansion into Digital Marketing, Data Centres, and Cyber Security**

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

Copy of the Media Release is also available at [www.enser.co.in](http://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. A62983)**  
**Company Secretary and Compliance Officer**

Encl: a/a





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## Press Release

### **Enser Communications Limited Announces Strategic Expansion into Digital Marketing, Data Centres, and Cyber Security**

**Gurugram, August 31, 2024** – Enser Communications Limited, an emerging leader in the Business Process Management (BPM) sector, is set to transform its business landscape with its planned expansion into Digital Marketing, Data Centres, and Cyber Security. Following today's strategic decision by the company's management, this ambitious initiative is poised to elevate Enser to a new echelon of innovation and operational excellence, seamlessly integrating these new ventures with its existing capabilities.

#### **A New Era of Innovation:**

Enser's Board of Directors has approved this significant expansion plan, marking a pivotal moment for the company. The team will now focus on finalizing formalities, securing approvals, establishing key partnerships, and preparing for the launch. Business operations are expected to commence in a phased manner once all statutory clearances are obtained and preparations are complete. This decision sets the stage for Enser's transformative evolution in market presence and service offerings.

#### **New Business Avenues:**

- Digital Marketing:** Enser is preparing to unveil a comprehensive suite of digital marketing services, including advanced SEO, social media marketing (SMM), AI-driven solutions, and cutting-edge virtual and augmented reality experiences. This expansion will enhance Enser's capability to deliver sophisticated, data-driven marketing strategies that drive engagement and foster growth.
- Data Centres:** To construct cutting-edge data centers, the company will forge strategic partnerships, collaborate with industry leaders, and utilize its domain expertise. This strategy will support the creation, development, operation, and maintenance of top-tier infrastructure for data management, security, and cloud networking on an asset-light model. It aligns with the company's commitment to providing reliable and scalable solutions across diverse sectors. As a starting point, the company is going to launch a pilot project featuring the sale of third-party data center products.
- Cyber Security:** Enser's new focus on cyber security will encompass a wide range of services, including data theft prevention, endpoint protection, cyber security audits, and compliance management. This initiative aims to strengthen businesses against evolving threats and protect vital digital assets.

#### **Strategic Integration:**

"The decision to expand into digital marketing, data centres, and cyber security is a transformative leap for Enser Communications," said Mr. Rajnish Omprakash Sarna, Managing Director of Enser Communications Limited "These new ventures will complement our existing BPM capabilities, creating a synergistic ecosystem that enhances our service portfolio and delivers unprecedented value to our clients. This expansion will not only broaden our expertise but also position us as a comprehensive solutions provider in the evolving digital landscape."





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### **Looking Ahead:**

As Enser pans to move forward with these new business segments, the company is confident of ensuring a seamless integration with its current operations. The strategic alignment of these ventures with Enser's established infrastructure and expertise will enable the company to offer holistic and cutting-edge solutions, setting new benchmarks in the industry.

### **About Us:**

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 facilitates 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 operates from its various facilities functioning from Mumbai, Gurugram, Bangalore and Jaipur. 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, 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](http://www.enser.co.in)  
please contact Ms. Muskan | [muskan.sharma@enser.co.in](mailto:muskan.sharma@enser.co.in)

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**Disclaimer:** Certain statements and words in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by these forward-looking statements. Enser Communications Limited shall not be in any way responsible for any action taken based on such a statement.



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