



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: September 05, 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 Operations takes Global Leap with Strategic Alliance with Global Arc LLC, Dubai & Sharjah-UAE

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

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 Operations takes Global Leap with Strategic Alliance with Global Arc LLC, Dubai & Sharjah-UAE

Gurugram, September 5, 2024: Enser Communications Limited, an emerging leader in the Business Process Management (BPM) industry, is pleased to announce a strategic partnership with Global Arc LLC, a leading provider of loyalty programs and call centre outsourcing services based in Dubai and Sharjah, UAE. This landmark collaboration signifies a pivotal advancement in Enser's international expansion strategy and reinforces its commitment to global growth.

Through this partnership, Enser Communications Limited will leverage Global Arc LLC's established market presence to deliver specialized services including call centre operations, client acquisition solutions, CRM processes, customer care, post-sales support, and market research. This collaboration is set to extend Enser's operations beyond India, with a focused objective of establishing a strong foothold in the UAE and other emerging international markets.

Global Arc LLC, known for its diverse offerings such as hotel packages, entertainment deals, and the renowned 'GLOBAL ME Membership' loyalty program, complements Enser's technological prowess and service excellence. This strategic alliance will facilitate the integration of Enser's advanced BPM technology with Global Arc's market strategies, ensuring a seamless experience for clients and driving growth in both new and existing markets.

"We are excited to partner with Global Arc LLC and capitalize on their market influence to extend our services internationally," said Rajnish Sarna, Managing Director of Enser Communications Limited. "This collaboration not only enhances our global footprint but also underscores our dedication to delivering cutting-edge solutions for customer interaction management. It also paves the way for establishing our service units in Dubai and other strategically targeted international locations."

In pursuit of its ambitious vision, Enser Communications Limited has developed a robust long-term growth strategy designed to achieve multi-billion rupees valuations in the coming years. This strategic alliance with Global Arc LLC is a part of this plan, which will bolster Enser's confidence to establish its own Service Units in key emerging markets such as Dubai and the Philippines. Enser remains steadfast in its commitment to growth, expansion, and transformative industry contributions, strategically positioning itself for enduring leadership and substantial advancement in the BPM sector.

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 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.



REGISTERED OFFICE: 5th Floor 501 – 506, Arihant Aura, Turbhe, Navi Mumbai Sanpada, Thane, Maharashtra -400703

CORPORATE OFFICE: 217, 1st Floor, Phase 1, Sector 20, Udyog Vihar, Gurugram-122001

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

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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