



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: January 09, 2025

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: INEOR9I01013

Dear Sir/Madam,

Sub: Submission of Press Release

“Enser Communications strengthens its global footprint with the Incorporation of Subsidiary, established as Strategic Hub, in Dubai-UAE – Enser Communications Services ME – FZCO”

In terms of the requirement of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we are submitting herewith copy of the captioned Press 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.

Thanking 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 strengthens its global footprint with the Incorporation of Subsidiary, established as Strategic Hub, in Dubai-UAE – Enser Communications Services ME – FZCO

Gurugram, January 09, 2025: Enser Communications Limited, an emerging leader in the Business Process Management (BPM) industry, is proud to announce the incorporation of its wholly owned subsidiary, **Enser Communications Services ME – FZCO**, in Dubai, United Arab Emirates (UAE). This strategic expansion is a critical step in Enser's broader plan to extend its business beyond India's borders and firmly establish its presence in the Middle East and Southeast Asia.

The establishment of a subsidiary in Dubai builds on Enser's recent collaboration in the Middle East with a leading provider of loyalty programs and call center services, positioning the company to better serve this dynamic market. With the launch of Enser Communications Services ME – FZCO, we are advancing our growth strategy by creating a local hub for business development, operations, and customer service, allowing us to more effectively support clients and partners in the region.

Key Highlights of the Expansion:

- **Strategic Location:** Dubai, with its world-class infrastructure, favourable business environment, and central position in the Middle East, serves as the perfect base for Enser to expand its regional operations. This location provides Enser with direct access to diverse markets and industries across the Middle East and beyond.
- **Leveraging Existing Partnerships:** Building on the success of Enser's recent partnership in Middle East, the new subsidiary will further enhance the company's service offerings in the region, providing tailored BPM solutions, including call centre services, customer care, CRM processes, and market research.
- **Expansion Beyond India:** it is a key part of Enser Communications' long-term strategy to expand its operations beyond India. Dubai and the Philippines have been identified as pivotal locations in Enser's international growth roadmap. The Dubai subsidiary will play a crucial role in establishing a solid foothold in these high-potential markets.
- **Regional Growth and Job Creation:** This is expected to create job opportunities and drive local economic growth while allowing Enser to grow its customer base and strengthen its partnerships with businesses in the region. The office will focus on delivering customized, world-class solutions to local businesses, government entities, and multinational corporations operating across the Middle East.
- **A Pivot for Global Expansion:** The Dubai subsidiary will serve as the cornerstone for Enser's future global operations, acting as a strategic pivot for the company's broader international growth initiatives.



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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Commenting on the expansion, **Mr. Rajnish Sarna, Chairman and Managing Director of Enser Communications**, said: "This is an exciting milestone for Enser Communications as we continue to expand beyond India's borders. Our subsidiary in Dubai represents a key part of our global strategy, and it positions us to better serve our growing client base in the Middle East and Southeast Asia. The UAE is a critical gateway to the broader region, and this move will strengthen our ability to offer cutting-edge BPM solutions across these markets. We are also looking forward to further expanding into other emerging markets like Philippines, as our defined growth strategy."

This expansion marks the beginning of Enser Communications' global growth strategy wherein our approach is bold and gradual, aimed at sustained innovation and growth. With a long-term vision, Enser is set to redefine the global BPM landscape and establish itself as an industry leader.

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

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 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 | investors@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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Annexure-A

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are as under: -

S. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.;	Name: Enser Communications Services ME – FZCO, incorporated as wholly owned subsidiary of Enser Communications Limited (the Company) in Dubai. Turnover: Not Applicable (Yet to Commence Business Operations)
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”;	On incorporation, Enser Communications Services ME – FZCO, Dubai is incorporated as wholly owned subsidiary of the Company, therefore it is a related party to the Company in terms of applicable laws.
3.	Industry to which the entity being acquired belongs;	BPM and IT/ITES
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Enser Communications Services ME – FZCO, Dubai is incorporated as wholly owned subsidiary of the Company for, amongst others, for General Trading, Management Consultancies, Project Management Services and/or any other activities ancillary and incidental thereto in Dubai.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	N.A.
6.	Indicative time period for completion of the acquisition;	N.A.
7.	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
8.	Cost of acquisition or the price at which the shares are acquired;	Incorporated with share capital of AED 10,000 (1000 equity shres of AED 10 each)
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	100%
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	This is a newly incorporated Company and therefore history of last 3 years turnover is not available.

