



From Start-Up to Global Success: The Zensar Story

Ganesh Natarajan, Prameela Kalive

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It was February 2001 and Zensar Technologies was at crossroads. The shareholders of the company were still waiting for a maiden dividend, and profit margins were sliding. A new leadership team took charge and turned it around into one of the most successful Indian IT companies.



In this interesting and insightful account, Ganesh Natarajan and Prameela Kalive reveal the story behind Zensar's success—a story that has seen revenues multiply, share prices jump manifold, and customer satisfaction become an industry benchmark. This is one company that customers respect, employees love, and the community adores.

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