

August 28, 2024

<b>To,</b> BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400001.  BSE Scrip Code: 543451	<b>To,</b> National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400051  NSE Scrip Symbol: AGSTRA
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**Sub: Digital Payments Platform Ongo Unveils Catchy New Brand Song, Embracing a New Era in Digital Payments**

Dear Sir/Madam,

We send herewith a copy of Investor Release that is being issued by the Company today, in connection with the above.

We request you to take note of the same.

Thanking You,  
Yours Sincerely,  
For AGS Transact Technologies Limited

Sneha Kadam  
Company Secretary & Compliance Officer  
(Mem No: ACS31215)

Place: Mumbai

Encl: As referred above



AGS Transact Technologies Ltd.

[www.agsindia.com](http://www.agsindia.com)

**REGISTERED OFFICE**

601 - 602, B-Wing, Trade World,  
Kamala City, Senapati Bapat Marg,  
Lower Parel (W), Mumbai - 400 013

**Phone:** +91-22-6781 2000

**Fax:** +91-22-2493 5384

**CIN-L72200MH2002PLC138213**

**CORPORATE OFFICE**

1401-A & 1402,  
One International Centre,  
Tower-3, 14th Floor, S.B. Marg,  
Prabhadevi (W), Mumbai - 400 013  
**Phone:** +91-22-7181 8181



## **General Information:**

### **AGS Transact Technologies Limited**

## **Digital Payments Platform Ongo Unveils Catchy New [Brand Song](#), Embracing a New Era in Digital Payments**

*Acclaimed Bollywood playback singer 'Hamsika Iyer' lends her melodious voice to Ongo's new brand song*

**Mumbai, August 28, 2024:** Ongo, the digital payments platform of AGS Transact Technologies (BSE: 543451 & NSE: AGSTRA), today unveiled a vibrant new brand song that will serve as the company's primary caller tune. The '*Hinglish*' melody reaffirms the shift in AGS Transact's strategy to focus on expanding its digital payments business, as it bids farewell to AGS' iconic brand song that has resonated with customers for over a decade.

[Ongo's new brand song](#), sung by acclaimed Bollywood playback singer Hamsika Iyer known for her Bollywood hit 'Chammak Challo,' embodies the distinctive and bold brand identity of Ongo. It seamlessly reflects Ongo's modern and universal elements while underscoring the brand's customer-centric approach.

Commenting on the launch, **Vinayak Goyal, Managing Director, India Transact Services Limited (Ongo), the wholly owned digital payment subsidiary of AGS Transact Technologies Limited** said, *"We are constantly striving to enhance the way people engage with digital payments, and the new brand song of Ongo symbolises a fresh chapter in our brand's evolution. The decision to adopt it as the company's signature caller tune emphasises Ongo's focus on creating a distinctive identity within the digital payments landscape, for consumers, SMEs and corporate segments alike."*

*"By transitioning to a modern, upbeat tune, we at Ongo seek to connect with a wider audience including the young, digitally savvy and those always on-the-go. Additionally, Hamsika's melodious voice brings a magical blend of modern and traditional notes to the song, making it truly special,"* he further added.

Ongo has announced various end-consumer centric partnerships over the past months, such as the instant NCMC 'Ongo Ride' at Chennai Metro, cobranded open-loop prepaid cards with Patanjali Ayurved, an open-loop fuelling solution with Voice-control feature on its mobile app and ATM Cash withdrawal facility on its PPI platform.

Ongo's new brand song is available across popular music and social media platforms, including Spotify, iTunes, YouTube Music, Instagram, Snapchat, among others. The Ongo app can be downloaded from iOS and Google Play Store. Click [here](#) to listen to Ongo's new brand song.



### **About Ongo**

Ongo is a fast-growing omnichannel digital payment platform in India that caters to corporates, merchants, and consumers, offering convenient payment solutions. Launched in 2015 by AGS Transact Technologies Limited (BSE: 543451 & NSE: AGSTRA), Ongo offers merchant Acquiring and Prepaid Issuance services. Ongo is a non-bank prepaid payment instrument and offers dedicated open-loop Prepaid solutions for consumers. Its merchant acquiring business includes an all-in-one POS platform for accepting digital payments via various form factors including Bharat QR, UPI, RFID, and debit/credit/prepaid cards, and various tailor-made applications. AGSTTL has pioneered Integrated Payment Solutions (IPS) with OMCs on Ongo POS, for streamlining payments at fuel retail outlets. As of June 30, 2024, the company has deployed 2,48,834 payment terminals and was one of the largest deployers of PoS terminals at petroleum retail outlets in India, having rolled out 41,777 terminals at various petroleum retail outlets.

To know more, visit: <https://ongo.co.in/>

### **About AGS Transact Technologies Limited (AGSTTL)**

Established in 2002, AGS Transact Technologies Limited (BSE: 543451 | NSE: AGSTRA) is one of the largest integrated omni-channel payment solutions providers in India in terms of providing digital and cash-based solutions to banks and corporate clients. AGS Transact provides customised products and services comprising ATM and CRM outsourcing, cash management and digital payment solutions including merchant solutions, transaction processing services and mobile wallets. The company operates in three broad business segments, namely, Payment Solutions; Banking Automation Solutions; and Other Automation Solutions.

AGS Transact Technologies serves diverse industries such as banking, retail, petroleum, toll and transit, cash management and fintech in India and other select countries in Asia.

**For Media queries:** Ajit Agwan, AVP – Marketing & Communication / Anshu Jain, AGM – Corporate Communications | [prteam@agsindia.com](mailto:prteam@agsindia.com)

### **For more information please contact:**

<p><b>Company</b></p>  <p><b>AGS Transact Technologies Limited</b> CIN No: L72200MH2002PLC138213 Ms. Sneha Kadam, Company Secretary &amp; Compliance Officer Email id: <a href="mailto:sneha.kadam@agsindia.com">sneha.kadam@agsindia.com</a></p>	<p><b>Investor Relations Advisor</b></p>  <p><b>Strategic Growth Advisors Pvt Ltd.</b> CIN No: U74140MH2010PTC204285 Shikha Puri / Riddhish Bhayani Email id: <a href="mailto:shikha.puri@sgapl.net">shikha.puri@sgapl.net</a>/ <a href="mailto:riddhish.bhayani@sgapl.net">riddhish.bhayani@sgapl.net</a> Tel No: +91 98192 82743 / +91 90293 19564</p>
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