

12th December, 2025

To, BSE Limited, Listing Department, P.J. Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 532694	To, National Stock exchange of India Limited, Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400 051 Symbol: ASMS
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Dear Sir/Madam,

Sub: Intimation regarding Press Release under Regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release being issued by the Company today titled:

“Bartronics to rename as Avio Smart Market Stack Limited (ASMS); Plans Brand Ambassador and Smart Agri Store Expansion Nationwide.”

A copy of the said Press Release is enclosed herewith as **Annexure – I**.

You are requested to kindly take the above information on record.

Thanking You,

**Yours Faithfully,
For Bartronics India limited**

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SAGAR
REDDY

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VIDHYA SAGAR REDDY
Date: 2025.12.12
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**N.Vidhya Sagar Reddy
Managing Director
DIN: 09474749**

BARTRONICS INDIA LIMITED

Bartronics to rename as Avio Smart Market Stack Limited (ASMS); Plans Brand Ambassador and Smart Agri Store Expansion Nationwide

Hyderabad, 12th December, 2025:

Bartronics India Limited today announced a comprehensive strategic transformation aimed at accelerating its growth across **rural commerce, agritech and digital platform businesses**. The Board of Directors has approved a proposal to **rename the Company as Avio Smart Market Stack Limited (ASMS)**, subject to statutory and regulatory approvals, marking a renewed vision to build a **national, omni-format digital and physical ecosystem** for India's rural economy.

As part of this transition, the Board has also approved the **engagement of a national brand ambassador** who will spearhead farmer-focused outreach and drive adoption of the Avio platform across key agricultural regions.

In a major expansion push, **the Company plans to** roll out its **Smart Agri Store franchise model**, which will serve as an on-ground extension of its digital marketplace. These stores will integrate **agri-inputs, advisory services, digital onboarding and procurement linkages**, creating a unified rural commerce experience under a single operating framework. **The Company plans to** initiate the **Expression of Interest (EoI)** process for franchise partners. To support these initiatives at scale, **the Company plans to** recruit **senior professionals** across agritech operations, marketplace development, rural commerce, technology, finance and supply chain, enabling a leadership framework equipped for national expansion.

Additionally, **the Company plans to** strengthen governance through the induction of directors with deep sectoral expertise, aligning its leadership capabilities with the Company's expanded strategic scope and long-term ambitions. The Company confirmed that its **new corporate website** will go live in the next 2-3 days and reviewed progress under **Project Avio**, including development of the multilingual Avio Agritech mobile application and the unified digital marketplace infrastructure.

Commenting on the decisions, **Mr N. Vidhya Sagar Reddy, Managing Director, Bartronics India Limited**, *"The decisions taken today clearly define our commitment and proactive approach towards building a platform that operates seamlessly across digital and physical formats, with the ambition to scale nationally and become one of India's largest market-enablement ecosystems for rural commerce and agriculture."*

With these initiatives, Bartronics soon to be **Avio Smart Market Stack Limited (ASMS)** is laying the groundwork to build one of India's most comprehensive rural commerce

ecosystems. By combining **digital innovation, physical infrastructure, strategic partnerships** and strengthened governance, the Company is positioning itself to unlock value for **farmers, rural entrepreneurs, agri-input providers** and market participants at a national scale. This transformation reflects a long-term commitment to empowering India's rural economy through **technology-led, inclusive and scalable market solutions**.