

Date: August 04, 2026

To
BSE Limited
Listing Department
Phiroze Jeejeebhoy Towers, Dalal
Street Fort, Mumbai -400001
Scrip Code: 544614

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza , Bandra Kurla Complex
Bandra (East), Mumbai -4000051
Symbol: CAPILLARY

Dear Sir/Madam

Subject: Announcement under Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

In compliance with Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), please find enclosed the Press Release titled "Capillary Technologies Acquires the CustomerGlu Platform to Redefine the Next Generation of AI-Powered Loyalty and Customer Engagement."

The announcement will also be available on the website of the Company at <https://www.capillarytech.com/investors/shareholder-information/press-release/>

We request you to take the above information on records.

Yours faithfully,

For Capillary Technologies India Limited

Gireddy Bhargavi Reddy
Company Secretary and Compliance Officer
Membership No. A17091
Place: Bengaluru

Capillary Technologies India Limited

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www.capillarytech.com

Capillary Technologies Acquires the CustomerGlu Platform to Redefine the Next Generation of AI-Driven, Interactive Loyalty Experiences

Capillary integrates CustomerGlu's interactive engagement layer with its AI core to eliminate engineering bottlenecks and redefine global customer retention.

Bengaluru, August 4, 2026 — Capillary Technologies, a global leader in AI-powered loyalty and customer engagement, has, through Capillary Pte Ltd, through an asset purchase agreement, acquired the CustomerGlu software platform and associated intellectual property from Marax AI, Inc., the Delaware-based gamification company backed by Techstars, Better Capital, Pentathlon Ventures, SmartStart, Ramakant Sharma (founder of Livspace), and Paradigm Shift Capital. This acquisition is a strategic move to unite an interactive engagement layer with AI-led personalization, creating a scaled platform for the next generation of loyalty.

Founded by Prateek Gupta, Raman Shrivastava, and Sumant Subrahmanya, CustomerGlu began at Marax AI by using AI to predict buying behavior. Today, it leverages GenAI to not only predict but trigger in-app gamified actions that drive retention at scale. This allows enterprise brands to bypass heavy IT dependencies, enabling marketers to launch interactive UI experiences like challenges and streaks, directly into their digital products in near real-time.

The acquisition follows an eight-month AI-led transformation spearheaded by CEO Prateek Gupta, who leveraged AI to expand into new markets and scale the business. This feat of agility mirrors the efficiency the CustomerGlu SDK brings to Capillary's enterprise clients globally.

"This acquisition *addresses a core challenge* of IT dependencies that hinder marketing agility. With CustomerGlu, Capillary enables teams to launch and optimize digital experiences in real-time, reinforcing our marketer-first commitment and giving brands the speed to deliver interactive engagement at scale." — Siddhant Jain, Chief Customer Officer, Capillary Technologies.

"The future of loyalty lies at the intersection of intelligence and experience. Our journey evolved from RNN-based churn prediction to AI-driven actioning, leading to CustomerGlu's SDK as the interactive layer for modern loyalty and customer engagement. Capillary's enterprise reach and AI foundation make this a natural fit to help brands deliver more personalized, effective engagement at scale." — Prateek Gupta, Co-Founder and CEO at CustomerGlu.

About Capillary Technologies

Founded in 2012, Capillary Technologies is a global leader in AI-powered customer loyalty and engagement solutions. The platform helps brands deliver personalized, omnichannel experiences that drive customer retention and business growth. Supporting 100+ loyalty programs in over 46 countries, Capillary powers loyalty for enterprise brands. Capillary's SaaS platform delivers loyalty experiences for 1.9 billion+ consumers and is recognized by leading industry analysts. Know more at www.capillarytech.com.