

Date: February 24, 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 - Acquisition of Session M from Mastercard.

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 on the Acquisition of Session M from Mastercard.

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

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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Capillary Technologies Reinforces Global Loyalty Management Leadership with Acquisition of SessionM from Mastercard

Bengaluru – 24th February, 2026



Capillary Technologies, a global leader in AI-powered customer loyalty and engagement solutions, today announced it has entered into a definitive agreement to acquire SessionM, the customer engagement and loyalty company, from Mastercard.

This strategic acquisition marks Capillary's most ambitious move to date, following its successful integrations of [Brierley](#) and [Kognitiv](#). With SessionM in its portfolio, Capillary reinforces its position as a global leader in enterprise loyalty, offering a leading platform to the world's most sophisticated enterprise brands.

Enhancing the Enterprise Customer Experience

Mastercard has identified Capillary Technologies—consistently recognized as a [Leader in The Forrester Wave™](#)—as the ideal partner to lead SessionM into its next era of growth.

Building on the momentum of the Brierley and Kognitiv integrations, this acquisition serves as a key step in Capillary's mission to bring together complementary loyalty technologies to deliver an enhanced platform for clients.

As part of the agreement, a specialized team within SessionM will transition to Capillary, ensuring that the platform's deep technical expertise is preserved. SessionM's esteemed global customer base—which includes Fortune 500 retailers, airlines, and CPG brands—will continue to receive the same high-caliber support and service they experienced before the acquisition.

Delivering on Public Company Growth Strategy

The acquisition of SessionM is the latest in a series of strategic moves by Capillary, following its successful listing on the Indian Stock Exchange in November 2025.

"M&A has been a key growth strategy for Capillary over the years, and as a public company, we are delivering on that promise to our shareholders and the market," said [Aneesh Reddy, founder & CEO of Capillary Technologies](#). "By bringing SessionM into our portfolio, we are not just expanding our footprint across the globe; we are further strengthening our loyalty capabilities to deliver one of the industry's most comprehensive offerings. Our mission remains to provide enterprises across industries with specialized, AI-native loyalty technology solutions."

About Capillary Technologies India Ltd:

Founded in 2012, Capillary Technologies India Limited, a software product company offering artificial intelligence (AI)-based cloud-native Software-as-a-Service (SaaS) products and solutions primarily to enterprise customers globally to develop loyalty of its consumer and channel partners. The Company is among one of the few players in the loyalty management space that offer end-to-end loyalty solutions. Its diversified product suite, which includes its advanced loyalty management platform (Loyalty+), connected engagement platform (Engage+), predictive analytics platform (Insights+), rewards management platform (Rewards+) and customer data platform (CDP) allows its customers to run end-to-end loyalty programs, get a comprehensive view of consumers and offer unified, cross-channel strategies that deliver a real-time omnichannel, personalized, and consistent experience for customers. The Company serves 115 customers including 20 Fortune 500 customers across 47 countries with the aim that businesses build consumer value using Company's innovative solutions. For more information, please visit www.capillarytech.com