

September 09, 2026

To, The Secretary, Listing Department BSE Limited P. J. Towers, Dalal Street Mumbai – 400001 Scrip Code: 543591	To, The Listing Manager, Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai-400051 Symbol: DREAMFOLKS
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Subject: Press Release

Dear Sir(s)/ Madam(s),

Please find enclosed herewith Press Release titled “**DreamFolks Powers Premium Spa Benefits for Elixir’s Upcoming Wellness-Focused Credit Card**” issued by DreamFolks Services Limited (‘the Company’) on September 09, 2026.

We are pleased to inform that at the Global Fintech Fest, the Company unveiled that it will be the official provider of premium spa benefits for Elixir’s upcoming wellness-focused credit card. As Elixir gears up for the card's launch, this partnership ensures that future cardholders will have access to curated spa experiences through DreamFolks’ technology-enabled lifestyle platform, elevating the card's holistic wellness proposition.

The proposition is designed to move beyond conventional credit card rewards by aligning benefits with consumers’ everyday health and lifestyle choices.

The launch reflects the evolution of premium financial products from conventional rewards towards experience-led and lifestyle-oriented propositions.

The above intimation will also be available on the website of the Company at www.dreamfolks.com.

You are hereby requested to take the above intimation on record.

Thanking You!

Yours Faithfully,

For Dreamfolks Services Limited



Harshit Gupta
Company Secretary and Compliance Officer

Encl: as above

DreamFolks Powers Premium Spa Benefits for Elixir's Upcoming Wellness-Focused Credit Card

National, 09 September 2026: Unveiled today at the **Global Fintech Fest**, **DreamFolks Services Limited**, India's leading travel and lifestyle experiences company, will be the official provider of premium spa benefits for **Elixir's upcoming wellness-focused credit card**. As Elixir gears up for the card's launch, this partnership ensures that future cardholders will have access to curated spa experiences through DreamFolks' technology-enabled lifestyle platform, elevating the card's holistic wellness proposition.

Designed around the belief that wellness should be an integral part of everyday life, Elixir brings together rewards, fitness, wellness and personalised lifestyle experiences. In addition to the DreamFolks-powered spa benefit, cardholders will receive complimentary access to leading gyms and a marketplace featuring more than 100 wellness brands. The proposition is designed to move beyond conventional credit card rewards by aligning benefits with consumers' everyday health and lifestyle choices.

Elixir's current prepaid card offers **2% back on all online spends and 5% back on health and wellness spends made through the Elixir app**. Its activity-based rewards structure further incentivises healthy behaviour, with rewards increasing to **1.5X when cardholders complete 10 workouts in a month and doubling at 20 workouts**. The proposition is further differentiated by an AI-powered wellness concierge that uses wearable and habit data to provide personalised recommendations, including relevant workouts, recovery sessions and supplement reorders.

As part of the upcoming card proposition, **DreamFolks will power the premium spa benefit**, giving Elixir cardholders access to curated spa experiences through its lifestyle benefits network. The collaboration brings an experiential dimension to the card's wellness proposition, complementing its fitness, rewards and digital wellness offerings.

For DreamFolks, the association further strengthens its evolution from a travel access platform into a broader **technology-enabled travel and lifestyle benefits company**. The company already offers lifestyle and wellness services, including spa and wellness experiences, alongside its wider portfolio of travel, golf, private club, dining, healthcare and other experiential benefits.

Liberatha Kallat, Chairperson & Managing Director, DreamFolks Services Limited, said, *"The evolution of premium credit cards is increasingly being shaped by the shifting priorities of Gen Z and premium lifestyle chasers. Today's younger consumers are driving over 40% of all wellness spending, treating holistic well-being not as an occasional indulgence, but as an everyday necessity. Wellness is at the forefront of this lifestyle shift, and our association with Elixir reflects the growing demand for curated, high-end experiences integrated directly into financial products. By powering the spa benefit on Elixir's upcoming credit card, we are enabling cardholders to access the immersive wellness experiences they actively seek, while supporting Elixir in building a differentiated, experience-led proposition. This collaboration perfectly aligns with our continued evolution towards becoming a broader travel and lifestyle benefits technology company."*

Ritik Madan, Co-founder & CEO, Elixir, said, *“We’re building Elixir around the belief that wellness should be an integral part of everyday life rather than an occasional benefit. By bringing together rewards, fitness, wellness and intelligent technology, we are creating a more connected proposition for consumers. Our partnership with DreamFolks adds a premium experiential layer through access to curated spa experiences, complementing the broader wellness ecosystem we have built around the card. Together, we aim to make wellness more accessible, relevant and rewarding as part of the everyday credit card experience.”*

The launch reflects the evolution of premium financial products from conventional rewards towards **experience-led and lifestyle-oriented propositions**. Through Elixir, consumers can access a combination of financial rewards, fitness benefits, wellness experiences and personalised technology, while DreamFolks enables the integration of premium spa experiences into this ecosystem.

For DreamFolks, the partnership adds another wellness-led use case within its growing lifestyle benefits portfolio and reinforces its role as an experience enabler for banks, card issuers, fintechs and other consumer-facing businesses.

About DreamFolks

DreamFolks is India’s leading travel and lifestyle experiences company, providing access to services like Members’ only Private Clubs, Global Airport & Railway Lounges, Golf Lessons and Games, Meet & Assist, Airport Transfers, Spa & Wellness, F&B, Travel SIM, Beauty and Grooming, Highway Dining, etc. DreamFolks provides these services using its in-house proprietary technology platform that allows its clients such as Banks, Card Networks, Airlines, OTAs, and Enterprises to create custom offerings for their end consumers. The company was listed in September 2022 on both BSE and NSE and has a global footprint extending to 3000+ touchpoints in 100+ countries.

For more details, please visit: www.dreamfolks.com

For further information, please contact: dreamfolks@adfactorspr.com

About Elixir

Elixir is a health and wellness fintech designed for the healthy lifestyle of Gen Z and millennials, built on the belief that wellness should be both accessible and financially rewarding. Elixir offers an integrated platform that brings together premium wellness ecosystems and financial products. By integrating wearable tracking with everyday financial habits, Elixir empowers users to earn accelerated rewards based on their fitness activity. Through the Elixir app, customers can use the rewards to redeem gym memberships, nutrition supplements, wearables, and other wellness products that complement their active lifestyle. Elixir serves a growing community of health-conscious consumers nationwide and is backed by marquee investors, along with industry leaders from the banking and payments industry.

For more details, please visit: <https://www.elixir.cards/>

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