

December 31, 2024

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001  <b>Company Code No.: 539807</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051  <b>Company Symbol: INFIBEAM</b>
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Dear Sir / Madam,

**Sub: Press Release**

In compliance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release titled “Infibeam Unveils CCAvenue SoundBox – a Tap-to-Pay POS Devices for Offline Payments with Dynamic QR, Soundbox, & Cutting-Edge Features”, issued by the Company.

The above information is also available on the website of the Company at [www.ia.ooo](http://www.ia.ooo).

Kindly take the same on your records.

Thanking you,

Yours faithfully,

**For Infibeam Avenues Limited**

**Shyamal Trivedi**  
**Sr. Vice President & Company Secretary**

**Encl.:** As above

**INFIBEAM AVENUES LIMITED**

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Taluka & District - Gandhinagar – 382 355, **CIN: L64203GJ2010PLC061366**

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## Media Release

# Infibeam Unveils CCAvenue SoundBox – a Tap-to-Pay POS Devices for Offline Payments with Dynamic QR, Soundbox, & Cutting-Edge Features

**Gandhinagar, December 31, 2024** – Infibeam Avenues Limited, a leading global fintech company, has announced a major milestone in its journey toward revolutionizing payment solutions. The company has received approval from key card networks for its state-of-the-art offline payment point-of-sale (POS) devices, enabling the rollout of tap-to-pay functionality across retailers and brands.

The CCAvenue SoundBox – a tap-to-pay POS device, designed for simplicity, speed, and security, will empower merchants to offer seamless and contactless payment experiences offline to their customers. With the increasing adoption of digital payments across online and offline formats, Infibeam’s payment solution meets the growing demand for faster, more efficient transactions at retail outlets.



### **Key Features of the POS Device:**

**Contactless Payments:** Integrated with tap-to-pay functionality for quick and secure transactions.

**Offline Capabilities:** Designed to process payments even in areas with limited connectivity, ensuring reliability for merchants.

**Enhanced User Experience:** Intuitive interface for faster checkout, reducing queues and wait times.

**Robust Security:** Meets global security standards to protect customer data and transaction details.

**Dynamic QR Code Generation:** Enables merchants to create unique, real-time QR codes for each transaction, ensuring secure and seamless payment processing.

**Integrated Soundbox for Payment Alerts:** The POS device comes equipped with an integrated sound box that provides instant audio confirmations for successful payments, ensuring real-time transaction updates for merchants and enhancing operational efficiency.

Speaking about the launch, **Mr. Vishwas Patel, Jt. Managing Director of Infibeam Avenues**, said, "This approval marks a significant step forward for us as we strive to redefine the payment ecosystem. By providing innovative and secure solutions, we are equipping retailers and brands with tools to enhance customer experience and boost operational efficiency. The rollout of our tap-to-pay POS devices is a testament to our commitment to advancing India's digital economy."

Infibeam's CCAvenue SoundBox – a tap-to-pay POS devices are set to be deployed across a wide network of retail stores and partner brands. For the past three months, the Company has collaborated closely with thousands of merchants for its pilot project prior to launching the POS device to ensure smooth integration and training, helping merchant's transition seamlessly to the new payment system.

### **About Infibeam Avenues Limited:**

Infibeam Avenues Ltd. is one of the leading global financial technology (fintech) company offering comprehensive digital payment solutions and enterprise software platforms to businesses and governments across industry verticals. The company's payment infrastructure solution includes acquiring and issuing solutions and offering infrastructure for banks. The core Payment Gateway (PG) business provides over 200 plus payment options to the merchants allowing them to accept payments through website and mobile devices in 27 international currencies. Infibeam Avenues' enterprise software platform hosts India's largest online marketplace for government procurement. The company processed transaction worth INR 7 trillion (US\$ 86 billion) in FY24. Company currently has over 10 million plus clients across digital payments and enterprise software platforms. The company's vast clientele includes merchants, enterprises, corporations, governments, and financial institutions in both domestic (India) as well as international markets. Infibeam Avenues' international operations are based in the United Arab Emirates, Australia, and the United States of America. We also have business presence in Oman working with three of the largest banks in the country.

### **For further press queries please email or call**

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For more information on the company, please go to, [www.ia.ooo](http://www.ia.ooo), [www.phronetic.ai](http://www.phronetic.ai) and [www.ccavenue.com](http://www.ccavenue.com)

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