

05th August 2025

BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001 Scrip Code: 543232	National Stock Exchange of India Limited Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Trading Symbol: CAMS
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Dear Sir / Madam,

Sub: Press Release titled - CAMS Unveils CAMSAi – India’s First Domain-Trained AI Fabric for Capital Markets & BFSI

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by the Company on the cited subject, content of which is self-explanatory.

We request you to take the same on records.

**Yours faithfully,
For Computer Age Management Services Limited**

**G Manikandan
Company Secretary and Compliance Officer**

Computer Age Management Services Limited

Member of the Registrars Association of India (RAIN)

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CAMS Unveils CAMSAi – India’s First Domain-Trained AI Fabric for Capital Markets & BFSI

- Specialised Language Models, computer vision and proprietary data will pave way for creating lead in compliance-grade, human-in-the-loop operations and interesting utilities for wider capital markets usage.

Chennai, 5th August 2025 – CAMS, India’s trusted financial-infrastructure partner, today introduced **CAMSAi**, a domain-trained AI fabric built on three decades of capital market data and machine-learning research. CAMSAi tackles the last-mile challenges generic AI cannot handle—multi-intent interactions, multilingual handwriting, nuanced compliance clauses and real-time fraud vectors—opening the door to an era of intelligent interventions for capital-markets and expanding to broader segments of BFSI.

Built on deep sector expertise, **CAMSAi** will follow a staged feature-flight roadmap: **quarterly market releases**, ensuring rapid value creation without compromising regulatory rigour.

Addressing the Industry’s Hardest Problems

- ✓ **Expanding Data Horizons** – Data-Intensive, AI driven Human-in-the-loop Future: Institutions now process petabytes of structured and unstructured data; AI must automate not just the routine 80 %, but the stubborn 20 % edge cases.
- ✓ **Strengthening Compliance Framework** - Enhance transparency, auditability and data security through intelligent systems
- ✓ **Elevating Customer Experience** - Investors to enjoy faster onboarding, instant query resolution, and personalized services—anytime, anywhere

Powered by **Specialised Language Models (SLMs)** tuned to the regulatory frameworks and more than **30 billion** historic transactions, **CAMSAi** fuses Natural Language Processing, computer vision and AI led real-time analytics to deliver compliant decisions in milliseconds.

“With CAMSAi, we are ushering in a new era of intelligent automation for India’s capital market ecosystem. It will enable institutions to operate smarter, respond faster, and exceed customer expectations while staying compliant.” said **Anuj Kumar, MD, CAMS**. *“CAMSAi exemplifies our belief that we’re not merely a commercial enterprise, but a crucial force in nation-building.”*

Each CAMSAi product is thoughtfully designed to meet the unique needs of India’s BFSI sector, with built-in capabilities that align seamlessly with regulatory compliance parameters, Data localization protocols, Investor protection mandates.

It helps institutions improve service quality, operational agility, and compliance while optimizing costs and risk. With pre-trained models on CAMS’ proprietary datasets and deep financial domain focus, CAMSAi is set to redefine how the Indian financial industry operates.

About CAMS Limited (www.camsonline.com) BSE: 543232; NSE: CAMS

CAMS is a financial infrastructure and service partner to the asset management industry and provides platform-based services to the BFSI segment. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of ~68% based on mutual fund average assets under management (“AAUM”). Its mutual fund clients include ten of the fifteen largest mutual funds. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 490 mandates of 220 funds with full-stack digital and fund administration services. CAMSKRA is a fast-growing KYC repository for capital markets, offering unique solutions leveraging new age technologies. CAMSPay specializes in providing secure, seamless and innovative payment solutions for Mutual funds, BFSI sector and Ed Techs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has also forayed into new areas like Account Aggregator and Central Record-Keeping Agency (“CRA”) services for National Pension Scheme. CAMS acquired a majority stake in Think360.ai, a full-stack Data Science and AI-focused firm and Fintuple Technologies, a digital transformation partner for capital market entities.

Media Contacts

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