PAISALO
EASY LOAN आसान लोन

Date: January 23, 2018

To,
The Asstt. Vice President
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai -400 051

Scrip Symbol: SEINV

Sub: Regulation 30 (Disclosure of events or Information)- Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015- Change of Company's Name and Launch of Loan Disbursal App.

Dear Sir,

Pursuant to Regulation 30 of Securities and Exchange Board of India (listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached communication letter being released to the shareholders/public, regarding change of Company's name from S. E. Investments Limited to Paisalo Digital Limited and launch of new Loan Disbursal App 'PAISALO'.

The App 'PAISALO' has been designed to eliminate the presence of the middle-man, reduce corruption across the value chain and enable any individual to borrow an amount ranging from INR 10,000 to INR 50,000 from the convenience of their mobile device. An end-to-end digital solution, all key processes such as KYC, legal documentation, disbursement and repayment (via customer's bank account) will be executed within the app itself.

This is for your information and record.

With Regards,

For Paisalo Digital Limited
Formerly Known as S. E. Investments Limited

PAISALO DIGITAL LIMITED · PAISALO · PAISALO DIGITAL LIMITED

(Manendra Singh)
Company Secretary
Enc.: as above

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Dear Shareholder,

It is with immense pride that I would like to share with you that S. E. Investments Ltd is now Paisalo Digital Limited w.e.f. 12.01.2018. This metamorphosis symbolises the evolution of our business and our renewed thrust on digital finance, in line with the future direction in which our economy is rapidly making strides.

As we embark on this journey from old to new, still keeping our roots and values strong, on behalf of Team Paisalo, I extend my sincere appreciation and thanks for the unwavering trust that you have placed in the company since 1992.

It is only with the blessings of "Lord Hanuman ji" that since inception we have been able to meet your expectations and remain a steady wealth generator for our share-holders. In past, with the issue of three bonus shares, we have quadrupled shareholder wealth while further adding to this growth with a continuous dividend. The company's strong and consistent performance is further cemented by the appreciation of share value on stock exchanges.

At this pivotal juncture, I would like to share our vision and the road map ahead for Paisalo Digital Limited.

Today our digital financing app, named "Paisalo", is being launched on Google Play Store. (Soon on Apple App Store). The app will be available in two languages, Hindi and English, while availability in additional key regional languages is a part of our future growth strategy.

Once downloaded, extremely simple to use, the app is a powerful tool which is perfectly poised to disrupt the dynamics in the MSME lending landscape. It has been designed to eliminate the presence of the middle-man, reduce corruption across the value chain and enable any individual to borrow an amount ranging from INR 10,000 to INR 50,000 from the convenience of their mobile device. An end-to-end digital solution, all key processes such as KYC, legal documentation, disbursement and repayment (via customer's bank account) will be executed within the app itself. What the app promises is not only a quick loan but also a fully legally compliant fair and smart loan transaction with minimum formalities and maximum convenience to the customer. The app also saves time, hassle and expenses, simplifying the entire loan application, appraisal and disbursal process.

As I write this, to the best of our knowledge there is no similar finance app available in the Indian market. The first mover advantage is ours and we shall continue to innovate and improve our product in order to stay ahead of the curve.

I request you to witness the NSE "Opening Bell Ceremony" and app launch on 24.01.2018 at 9:15 am. The event will be covered live by all major business channels as well. The event would also be available on same day from 12:30 PM onwards at www.paisalo.in/nse.

On behalf of Team Paisalo, I assure you that it has always been our sincere endeavour to not just meet but surpass your expectations while we remain true to our motto "अर्थ: समाजस्य न्यास:" "Money is trust property of society".

With Warm Regards

Sunil Agarwal
Managing Director

PAISALO DIGITAL LIMITED
FORMERLY KNOWN AS S. E. INVESTMENTS LIMITED

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CIN: L65921DL1992PLC120483

www.paisalo.in

अर्थ: समाजस्य न्यास: