



December 20, 2024

The Listing Department The National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex, Bandra (E) Mumbai-400051. Fax Nos. 022-26598236/237/238 SYMBOL: NUCLEUS	The Listing Department Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers, 25th Floor, Dalal Street Mumbai-400001 Fax No. 022-22722061/41/39 SCRIP CODE: 531209
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SUB: PRESS RELEASE/MEDIA RELEASE

Dear Sirs,

Please find enclosed the Press Release announcing that Company is strengthening its Senior Leadership in Australia by appointing Mr. Bharadwaj Rao as Regional Sales Head – ANZ.

This is for your information and records.

Thanking You

Yours Sincerely

For Nucleus Software Exports Limited

**(Poonam Bhasin)
Company Secretary**

Registered Office

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PRESS RELEASE

Nucleus Software Strengthens its Senior Leadership in Australia: Announces Mr. Bharadwaj Rao as Regional Sales Head – ANZ

Sydney, December 20, 2024 – Nucleus Software, the BSE & NSE-listed leader in digital lending and transaction banking solutions for the global financial services industry, is pleased to announce the appointment of Bharadwaj Rao as Regional Sales Head – ANZ, effective November 25, 2024.

Bharadwaj brings over two decades of extensive experience in sales, with a strong focus on the financial services industry. His career is distinguished by a proven ability to streamline processes, drive organizational change, and align sales objectives with broader business goals. With a track record of driving growth and delivering exceptional customer service in the technology sector, Bharadwaj Rao brings unparalleled knowledge and expertise to his new role.

Throughout his career, Bharadwaj has partnered with leading IT companies, honing his expertise in Go-To-Market (GTM) strategies, collaborating with delivery teams, and leveraging partner ecosystems to deliver end-to-end, innovative solutions that empower clients and drive sustainable growth. He also brings extensive experience in Strategic Account Management, specializing in serving banking and financial institutions and cultivating long-term, trust-based relationships with key stakeholders.

Bharadwaj's appointment reaffirms Nucleus Software's commitment to customer-centricity and delivering exceptional value, while strengthening its position as a global leader in the financial services industry. In his new role at Nucleus Software, Bharadwaj will focus on driving business expansion, and aligning the product portfolio to meet evolving customer needs. He will also play a pivotal role in strengthening relationships with existing customers and developing strategies to deliver greater value, accelerate innovation, and drive brand growth in the region.

In welcoming Bharadwaj to Nucleus Software, Vishnu R. Dusad, Managing Director and Co-founder, Nucleus Software Exports Ltd., said, "We are thrilled to welcome Bharadwaj Rao to Nucleus Software. His extensive experience and proven track record in the financial services industry, coupled with his expertise in Go-To-Market strategies and strategic account management, will help us deepen our focus on delivering customer-centric, digital-first solutions. As we continue to empower financial institutions with cutting-edge digital lending and transaction banking solutions, Bharadwaj's leadership will be instrumental in driving growth and strengthening our presence in the Australia and New Zealand region. His passion for understanding customer needs and delivering impactful outcomes aligns perfectly with our mission to transform financial services through innovation and excellence."

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"I am excited to join Nucleus Software, leading technology provider to Financial Institutions. It's an honor to be part of an organization with a global presence spanning over 50 countries and a reputation for delivering groundbreaking, end-to-end technology solutions that empower the global financial services industry. I look forward to leveraging my expertise to strengthen our client relationships, deliver tangible business outcomes through our intellectual property products, and contribute to Nucleus Software's continued success in Australia and New Zealand. Nucleus Software's core principles of integrity, innovation, and customer-centricity resonate deeply with me, and I am committed to upholding these principles in every aspect of our work. Together with the talented team at Nucleus, I am dedicated to delivering exceptional value to our customers and driving Nucleus Software's legacy of innovation in the financial services landscape," said Bharadwaj Rao, Regional Sales Head – ANZ, Nucleus Software.

Bharadwaj holds an engineering degree and is recognized for his well-rounded and dynamic personality. His diverse interests include a passion for reading, playing badminton, and enjoying music, all of which reflect his balanced approach to both intellectual and physical pursuits.

His appointment marks an exciting new chapter for Nucleus Software as the company continues to expand its presence in the ANZ region, catering to its unique market demands and strengthening its leadership in delivering cutting-edge digital solutions in lending and transaction banking.

About Nucleus Software

Nucleus Software Exports Ltd. is a publicly traded (BSE: 531209, NSE: NUCLEUS) software product company that provides lending and transaction banking products to global financial leaders.

Nucleus Software powers the operations of 200+ financial institutions across 50 countries, supporting Retail, Corporate & SME Finance, Islamic Finance, Automotive Finance, Captive Automotive Finance, Cash Management, Mobile & Internet Banking, Transaction Banking, and more. We facilitate over 26 million transactions each day through our globally integrated transaction banking platform. Our lending platform manages US \$500 billion of loans in India alone and over US \$700 billion of loans globally, excluding India, while enabling 500,000+ users to log in daily.

Our flagship products FinnOne Neo® and FinnAxia® are backed by more than 3 decades of BFSI domain expertise and an inbuilt AI-powered platform to realize the digital transformation goals of financial institutions worldwide.

1. **FinnOne Neo®**: The next-generation digital lending platform designed to revolutionize the lending process. FinnOne Neo® is built on an advanced technology platform empowering financial institutions to streamline their lending operations, enhance customer experiences, and drive business growth.

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2. **FinnAxia®:** An integrated global transaction banking suite, trusted by banks worldwide to optimize their transaction banking processes. With FinnAxia®, financial institutions can efficiently manage their cash management, trade finance, liquidity management, and other transaction banking activities on a single platform, thereby improving operational efficiency, visibility, and enhancing client relationships.
3. **PaySe®:** The world's first online and offline digital payment solution, created with the vision to democratize money. This innovative payment solution offers users a seamless and convenient way to conduct digital transactions, both online and offline, facilitating financial inclusion and empowering individuals and businesses.
4. **Nucleus Software Services:** Our comprehensive suite of services is tailored to assist banks and financial institutions in their digital transformation journey and maintain an optimal technology infrastructure. Through Nucleus Software Services, we offer a holistic approach to digital transformation, enabling organizations to deliver seamless customer experiences, achieve operational and cost efficiencies, and gain actionable insights to drive strategic decision-making.

For more information, please visit: www.nucleussoftware.com

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