



NUCLEUS SOFTWARE EXPORTS LTD.

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June 16, 2025

The Listing Department The National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex, Bandra (E) Mumbai-400051 NSE SYMBOL: NUCLEUS	The Listing Department BSE Limited Phiroze Jeejeebhoy Towers, 25th Floor, Dalal Street Mumbai-400001 SCRIP CODE: 531209
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SUB: PRESS RELEASE/MEDIA RELEASE

Dear Sirs,

Please find enclosed the Press Release for "*Appointment of Mr. Aabhinna Suresh Khare as Chief Marketing Officer of Nucleus Software Exports Limited.*"

This is for your information and records.

Thanking You

Yours Sincerely

For Nucleus Software Exports Limited

**Poonam Bhasin
Company Secretary**

Encl: as above

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PRESS RELEASE

June 16, 2025

Nucleus Software Appoints Aabhinna Suresh Khare as Chief Marketing Officer to Lead Global Brand Transformation

Noida, India – June 16, 2025 – *Nucleus Software*, the BSE & NSE listed, India’s leading provider of robust digital lending and transaction banking solutions to the global financial services industry, is pleased to announce the appointment of Aabhinna Suresh Khare as its new Chief Marketing Officer (CMO). Aabhinna will lead the global marketing vision, spearhead digital brand transformation, and drive deeper stakeholder engagement across geographies.

With over 18 years of multi-sector leadership experience, Aabhinna has been instrumental in building and scaling customer-centric brands across fintech, media, and consumer-tech industries. He has previously held senior roles at Bajaj Capital, BookMyForex, IndiaMart, Travel Triangle, and Star & Zee Networks, where he led impactful marketing strategies aligned with business growth and innovation.

This appointment reflects Nucleus Software’s continued investment in strategic brand leadership at a time when AI, digital experience, and trust-driven communication are defining the next era of enterprise engagement.

"We are delighted to welcome Aabhinna to Nucleus Software’s leadership team. His deep expertise in modern marketing, combined with a strong understanding of technology, makes him a valuable addition as we accelerate our global growth. At Nucleus, we have always believed in building meaningful connections—with our customers, our people, and the industry. Aabhinna’s vision of AI-powered storytelling and purpose-led brand building aligns with our mission to deliver value with trust and innovation."

— Mr. Parag Bhise, CEO & Executive Director, Nucleus Software

An alumnus of MICA (Gold Medalist) and NIT Raipur, Aabhinna has further sharpened his leadership through executive programs at ISB (Customer Experience) and Reforge (Product & Analytics). His marketing philosophy blends data-backed decisions, storytelling at scale, and human-centered design to deliver measurable business impact.

"We are at the edge of a paradigm shift where AI is not just transforming technology—but reshaping how we build trust, tell stories, and connect with people. At Nucleus, we’re uniquely positioned to lead this transformation with purpose and intelligence." ***said Aabhinna Suresh Khare, CMO of Nucleus Software.***

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"My vision is to craft a brand that is as advanced as the solutions we offer—smart, scalable, and deeply human. A brand that doesn't just talk about innovation, but embodies it at every touchpoint." he further added.

Beyond the boardroom, Aabhinna is a passionate advocate of fitness and personal mastery—having completed the 75 Hard challenge twice. He is a lifelong learner intrigued by the intersection of spirituality, mythology, and business, often drawing inspiration from ancient wisdom to inform modern strategy. He describes his journey as the pursuit of Arete (ἀρετή)—a classical Greek concept of excellence in thought and action.

As Nucleus Software accelerates its growth across global banking ecosystems, Aabhinna's vision and leadership will help shape a brand that is future-ready, purpose-driven, and differentiated in a crowded marketplace.

[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 delivers disruptive Fintech Solutions to 200+ Banks and Financial Institutions across 50 countries supporting [Retail Lending, Corporate & SME Finance, Islamic Finance, Automotive Finance, Captive Automotive Finance](#), Cash Management, Mobile & Internet Banking, Transaction Banking and more. Our solutions manage \$15 trillion value of yearly transactions, with over 26 million transactions each day through our globally integrated transaction banking platform. Our lending platform manages \$1.2 trillion value of loans globally, while enabling 500,000+ users to log in daily.

Our Flagship Products **FinnOne Neo®** and **FinnAxia®** are backed by more than 4 decades of BFSI domain expertise and an inbuilt AI powered platform to realize the digital transformation goals of FIs 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.

These offerings collectively underline Nucleus Software's commitment to driving innovation and empowering financial institutions to thrive in an increasingly digital world.

To know more, please visit <https://www.nucleussoftware.com/>

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