

December 30, 2021

To,
Manager – Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C-1,
G Block, Bandra Kurla Complex,
Bandra East, Mumbai – 400 051

Subject: Panache Digilife Signs Distribution Agreement with Israel based Mobileye Vision Technologies Ltd. For Retrofit Safety Devices for the Indian Market
NSE Symbol – PANACHE

Dear Sir/ Madam,

We are pleased to inform that Panache Digilife Limited has signed Distribution Agreement with Israel based Mobileye Vision Technologies Ltd. For Retrofit Safety Devices for the Indian Market

The product currently caters to domestic markets.

A detailed Press Release in this regard is enclosed herewith which is self-explanatory.

This is for your kind perusal and members information. Please take the same on your record and acknowledge the receipt.

Thanking you,
Yours Faithfully,

For Panache Digilife Limited




Harshil Chheda
Company Secretary & Compliance Officer

Place: Mumbai

Encl.: As above

Panache Digilife Signs Distribution Agreement with Israel based Mobileye Vision Technologies Ltd. For Retrofit Safety Devices for the Indian Market

New agreement will help to expand its product portfolio supported by Global technology

Mumbai, December 30, 2021: Panache Digilife Limited is delighted to inform our esteemed stakeholders about the recent agreement with Mobileye Vision Technologies Ltd., for their driver assistance-based products. Mobileye is a global leader in the development of vision technology for Advanced Driver Assistance Systems (ADAS) and autonomous driving and is based in Israel.

Panache Digilife has taken a **major leap forward in its growth journey**. Panache has entered into a strategic ***Distribution Agreement with Israel-based Mobileye for retrofit safety devices for the Indian Markets***. Mobileye is an industry-leading software supplier that develops Advanced Driver Assistance Systems (ADAS). Mobileye has innovated many distinctive products & technologies such as Mobileye SuperVision™, self-driving vehicles, Vision based FCW, Highbeam systems, Mobileye traffic sign recognition systems, lane departure warning systems, Vision-only forward collision warning system and EyeQ chip.

Commenting on the strategic collaboration, Mr. Amit Rambhia, Chairman & Managing Director, “We at Panache Digilife Limited are very happy to have signed this agreement with Israel-based Mobileye. With its well-recognized brand and wide product range, this is a great partnership fit for **Panache to widen our product portfolio, gain access to world-class technology and expand our customer-base by fulfilling the needs of the ever-dynamic markets**. At present, we have distribution contract for few products out of a larger basket; although, gradually we can expand it going forward. We are very confident that this alliance will help in garnering a significant market share. As we have always believed in ***Making Human Life Easy***, we at Panache constantly putting our maximum efforts to get it fulfilled”.

He further added, “**Israel is the leading innovation center in the world**. With more than 2 decades, Israel’s Innovations & Technology sector has been renowned for its ability to compete with the best in the world. **Therefore, this strategic partnership is extremely important as it has given new opportunity to the Company and hence Israel can be a right strategic Indian partner**. This is the one of the initial steps taken by the Company for distribution opportunities; although, **Panache will explore many more such distribution opportunities going forward**. In addition to this, **Panache would also attempt to expand these relationships in terms of manufacturing opportunity, which may open up over a period of time as the Government encourages Electronics manufacturing under AtmaNirbhar policy.**”

Mobileye Overview

Mobileye, an Intel company, is leading the mobility revolution with its autonomous-driving and driver-assist technologies, harnessing world-renowned expertise in computer vision, machine learning, mapping, and data analysis. Mobileye safety

technology can be installed as a retrofit collision avoidance system, with five real-time alerts, into already existing vehicles. Mobileye proprietary software algorithms and EyeQ® chips perform detailed interpretations of the visual field, enabling passive collection of mobility and roadside asset data as vehicles travel their regular routes.

Advanced Driver Assistance Systems (ADAS) systems range on the spectrum of passive/active.

A passive system alerts the driver of a potentially dangerous situation so that the driver can take action to correct it. For example, Lane Departure Warning (LDW) alerts the driver of unintended/unindicated lane departure; Forward Collision Warning (FCW) indicates that under the current dynamics relative to the vehicle ahead, a collision is imminent. The driver then needs to brake in order to avoid the collision.

In contrast, active safety systems take action. Automatic Emergency Braking (AEB) identifies the imminent collision and brakes without any driver intervention. Other examples of active functions are Adaptive Cruise Control (ACC), Lane Keeping Assist (LKA), Lane Centering (LC), and Traffic Jam Assist (TJA).

ACC automatically adjusts the host vehicle speed from its pre-set value (as in standard cruise control) in case of a slower vehicle in its path. LKA and LC automatically steer the vehicle to stay within the lane boundaries. TJA is a combination of both ACC and LC under traffic jam conditions. It is these automated features which comprise the building blocks of semi/fully autonomous driving.

Mobileye supports a comprehensive suite of ADAS functions – AEB, LDW, FCW, LKA, LC, TJA, Traffic Sign Recognition (TSR), and Intelligent High-beam Control (IHC) – using a single camera mounted on the windshield, processed by a single EyeQ® chip.

In addition to the delivery of these ADAS products through integration with automotive OEMs, Mobileye offers an aftermarket warning-only system that can be retrofitted onto any existing vehicle. The Mobileye aftermarket product offers numerous life-saving warnings in a single bundle, protecting the driver against the dangers of distraction and fatigue. Find more on the aftermarket product here.

For more details, please visit: <http://mobileye.com/>

Panache Overview

Panache Digilife Limited is an NSE-listed company (NSE Code: PANACHE). Panache is a leader in the new-age technology solutions with a vision to fulfill and utilize the 'Make of India' and 'Atmanirbhar' policy of the Government of India in the Electronics domain. Panache offers solutions around Smart Computing Devices, Smart & Digital Classrooms, Smart Tracking & Asset Management, Retail IoT, Healthy Living Solutions and Pen Display Solutions. Panache is an ICT & IoT devices design, manufacturing, distribution and services company with a vision of 'Making Human Life Easy' by way of constantly innovating in the technology space.

Panache Design philosophy for its smart devices is based on A, B, C, D of Technology:

'A' - Analytics & Artificial Intelligence

'B' - Big Data

'C' - Connected & Cloud

'D' - Devices

Panache is having its state-of-the-art manufacturing facility at Bhiwandi in Maharashtra, India from where both the domestic and the international markets are served. Accredited with ISO 9001:2015 &

14001:2015, the facility is equipped with enough capacities for Smart Compute Devices, Smart Tracking & Asset Management, Retail IoT, Healthy Living Solution, Pen Display Solution and custom design devices. The team specially focuses on TQM, JIT & DFM, which aids in overall fulfilling the ever-increasing demand from its customers.

With a robust manufacturing infrastructure in place, strong experienced Management Team, efficient technical team and constant focus on R&D & innovation, Panache has been a first recall to all our reputed clientele across verticals along with being one of the preferred OEM manufacturers for India's largest online retail portal and India's leading Education solution providers for their smart class room solutions. Panache has been Intel's Platinum Partner for more than a decade.

Awards & Recognitions

- Selected as Domestic Company in Production Linked Incentive (PLI) Scheme for IT Hardware
- Selected in MSME Category under Production Linked Incentive (PLI) Scheme for Telecom and Networking Products
- EWI Eduresources Award as 7 Star (Max.) rated Company in 2020
- CRN Excellence Award in Big Data & Analytics in 2018
- Intel IoT Group Partner Performance Award in 2017
- Edge Innovation award in 2014 by Information Week, UBM
- Best System Builder award in 2010, 2011, 2012 & 2013 by CRN
- Intel Embedded Hero award in 2012
- SME National Award for Excellence in IT

Panache Digilife is fully committed to serving the global solution integrators with its in-house developed tailor-made designs and manufacturing services effectively delivered by its OEM / ODM teams. Rich experience in manufacturing helps the company offer significant price advantage along with shorter lead time. Panache assists its ecosystem partners by developing an environment that supports rapid prototyping, harvesting ideas, taking calculated risks and eliminating friction in getting products developed and thereby making the products available in the hands of the users with reduced time and cost, thereby delivering high value proposition to its customers and partners.

For more details, please visit: www.panachedigilife.com

If you have any questions or require further information, please feel free to contact:

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Caution Concerning Forward- Looking Statements:

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. Panache Digilife Limited is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether because of new information, future events, or otherwise.