

August 13, 2025

Listing Compliance & Legal Regulatory
BSE Limited
Phiroze Jeejeebhoy Towers Dalal Street,
Mumbai 400 001
Stock Code: 543227, 974820 & 975101

Listing & Compliance
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai 400 051
Stock Code: HAPPSTMNDS

Dear Sir/Madam,

Sub: Press Release - PureSoftware, a Happiest Minds Company, Secures Two Honors at IBSi Digital Banking Awards 2025 for Arthta's Excellence in Digital Lending and Wallet Innovation

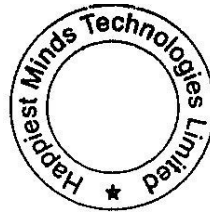
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Happiest Minds Technologies Limited**



Praveen Kumar Darshankar
Company Secretary & Compliance Officer
Membership No. F6706

PureSoftware, a Happiest Minds Company, Secures Two Honors at IBSi Digital Banking Awards 2025 for Arttha's Excellence in Digital Lending and Wallet Innovation

Bengaluru, Singapore & Nairobi, August 13th, 2025: PureSoftware, a fully owned subsidiary of Happiest Minds, is proud to announce that its flagship digital banking platform, Arttha, has won two top honors at the prestigious IBSi Digital Banking Awards 2025. Arttha was recognized as the **Functional Area Winner in Digital Wallet for G-Money Financial Services**, a wholly-owned subsidiary of GCB Bank (one of the largest banks in Ghana), and as the **Regional Winner for Africa for EcoCash**, reinforcing its position as a trusted partner for global banks and fintechs.

Arttha, from PureSoftware, is a globally trusted digital banking platform. It offers digital banking solutions in Digital Lending, Payments, Retail & SME Banking, Core Banking, BNPL, and Agency Banking. With its cloud-native architecture, Arttha helps banks and fintechs increase revenue, expand services, and improve access to financial products.



Joseph Anantharaju, Co-Chairman & CEO, Happiest Minds Technologies, said, *"We're thrilled to see Arttha's transformational work being recognized at a global platform. These awards are a testament to the innovation and customer-centricity that define the joint vision of Happiest Minds and PureSoftware."*

With its cloud-native architecture, Arttha helps financial enterprises across Africa and other high-growth markets accelerate growth and digital transformation. GCB Bank adopted Arttha for an omnichannel wallet platform offering secure access to diverse financial services. EcoCash uses Arttha for instant micro-loans, supporting financial inclusion.

Munyaradzi Nhamo, Managing Director, EcoCash shares: *"By leveraging PureSoftware's Arttha platform, we've built a best-in-class digital lending solution that enables seamless credit access for customers while driving greater efficiency and business growth for our teams."*

Ebo Richardson, Principal Lead, G-Money Financial Services further shares: *"PureSoftware's digital wallet platform (Arthta) matches our business objectives well. It has provided us with a good basis for us to develop and avail a compelling set of scalable digital payments solutions for our customers."*

Manish Sharma, CEO, PureSoftware, expressed, *"Winning prestigious awards for projects that are making real impact on the ground is deeply rewarding. At PureSoftware, we are driven by purpose-led innovation, and Arthta continues to deliver scalable and inclusive digital banking solutions to address both current and future banking needs."*

Hosted by IBS Intelligence, the IBSi Digital Banking Awards celebrate innovation, excellence, and measurable impact in banking and fintech, serving as a global benchmark for digital transformation success.

Nikhil Gokhale, Director- Research & Digital Properties at IBS Intelligence, said, *"Congratulations to PureSoftware on securing two wins at the IBSi Digital Banking Awards 2025, in partnership with EcoCash and G-Money. These accolades- spanning both regional and functional categories reflect PureSoftware's growing role in supporting digital banking initiatives across diverse markets."*

These awards acknowledge Arthta's role in delivering scalable digital solutions that streamline operations, cut time to market, and offer modern financial services.

About Happiest Minds Technologies

[Happiest Minds Technologies Limited](#) (BSE, NSE: HAPPSTMNDS) is an AI-led customer-first digital engineering and Mindful IT company. With an integrated approach that spans from chip to cloud, Happiest Minds delivers secure and scalable solutions across product engineering, cybersecurity, analytics and automation platforms. Happiest Minds brings purpose and precision to every engagement, helping enterprises solve complex business challenges and fast-track their digital evolution across industry sectors such as [Banking, Financial Services & Insurance \(BFSI\)](#), [EdTech](#), [Healthcare & Life Sciences](#), Hi-Tech and [Media & Entertainment](#), Industrial, [Manufacturing](#), [Energy & Utilities](#), and [Retail, CPG](#) & Logistics.

Happiest Minds' innovation-led strategy is powered by deep expertise in disruptive tech including Gen AI and strategic partnerships with global technology leaders like Microsoft and AWS, along with a growing portfolio of proprietary platforms including [Arthta](#), a unified digital payments suite designed to enable seamless and inclusive financial experiences and [FuzionX](#) Gaming Studio, a game development hub focused on building high-performance gaming experiences that integrate creativity with advanced technology.

Happiest Minds has been honored by both the Golden Peacock Awards and the Institute of Company Secretaries of India (ICSI) for its exemplary Corporate Governance practices. Guided by its mission of *'Happiest People . Happiest Customers'* and consistently recognized as a great place to work, Happiest Minds is headquartered in Bengaluru, India, with a global presence across the Americas, UK, Europe, Australia, the Middle East, Africa, and Asia.

As of June 2025, Happiest Minds generates annualized revenues in excess of \$270 million, has a people strength of over 6,500 across 43 global offices, and serves 280+ customers, including 85+ billion-dollar corporations.

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