August 27, 2024

BSE Limited	**National Stock Exchange of India Limited**
Phiroze Jeejeebhoy Towers,	Exchange Plaza,
Dalal Street, Fort,	Bandra Kurla Complex,
Mumbai - 400 001	Bandra (East),
	Mumbai - 400 051
Company Code No.: 539807	**Company Symbol: INFIBEAM**

Dear Sir / Madam,

Sub: Press Release

In compliance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release titled "Infibeam Avenues Ltd's Phronetic.AI Unveils Women's Safety feature in 'AI Facility Manager' for CCTVs", issued by the Company.

The above information is also available on the website of the Company at www.ia.ooo.

Kindly take the same on your records.

Thanking you,

Yours faithfully,

For Infibeam Avenues Limited

Shyamal Trivedi
Sr. Vice President & Company Secretary

Encl.: As above

INFIBEAM AVENUES LIMITED
Regd. Office: 28th Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar, Taluka & District - Gandhinagar – 382 355, **CIN: L64203GJ2010PLC061366**
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<p align="center">**Media Release**</p>

Infibeam Avenues Ltd's Phronetic.AI Unveils Women's Safety feature in 'AI Facility Manager' for CCTVs.

Theia Vision AI Technology to Bolster CCTV Capabilities, ensuring Greater Women Safety in Public & Workplaces.

Gandhinagar, August 27, 2024 – Phronetic.AI, the Artificial Intelligence subsidiary company of India's leading publicly listed fintech company, Infibeam Avenues Ltd (BSE: 539807) (NSE: INFIBEAM), introduces a new 'women safety' feature to its 'AI Facility Manager' solution. This enhancement leverages its proprietary Theia vision AI technology to bolster CCTV capabilities, ensuring greater safety for women in public and workplace environments, while also driving operational efficiencies for corporates and organisations.

This new feature - 'women safety' has been added to the 'AI Facility Manager', using Human Action Recognition (HAR) that specifically designed and programmed to enhance CCTV capabilities for surveillance purposes in public and workplaces by enabling automated analysis and understanding of human actions in real-time or using recorded video footage.

In June, the company launched its first AI solution, the 'AI Facility Manager' and implemented it at a leading educational institute. The company is also conducting pilot projects with several potential corporate clients both in India and internationally. Initially the solution was designed for unlocking unprecedented operational efficiencies for corporate and institutional clients by empowering organisations to seamlessly integrate the activity-based management into their daily operations.

Following a recent tragic incident in Kolkata, the company has experienced a significant increase in requests from its corporate clients, where it is conducting pilot projects. These clients are seeking the addition of a 'women safety' feature to the AI Facility Manager solution, alongside enhancements in overall corporate operational efficiencies.

"Along with enhancing business efficiency in public and workplaces; governments, institutes or any private organisation have taken a proactive approach for enhancing women & girl safety as well. Integrating Theia vision AI to existing CCTV cameras will help in alerting and preventing incidents to ensure a quicker response to emergencies," said Mr. Rajesh Kumar, CEO of Phronetic.AI, the Artificial Intelligence business unit of Infibeam Avenues Ltd.

The women specific safety feature technology now added to 'AI Facility Manager' transforms traditional CCTV systems from passive video recording devices into an active and intelligent surveillance tool that can enhance women's/girls' safety in public and workplaces without requirement for any new hardware. It can also be deployed for overall safety for all individuals as it has inbuilt AI technology capable of responding to security threats.

The in-house research team has built to embed 'women' specific safety feature, which can recognize predefined actions and the system can automatically flag unusual or suspicious behaviour for further investigation or action. The deep learning model on which it has been built has an ability to detect and classify specific human actions from normal behaviour like walking, and sitting; to potentially dangerous or suspicious activities like fighting, loitering, trespassing, and stalking.

It has the ability to identify anomalies as well, where it can identify any kind of anomalies or deviations in normal behaviour patterns. For instance, if someone runs in a typically calm area or if someone falls, the system will detect these anomalies and alert the security personnel immediately.

"AI Facility Manager with inbuilt 'women safety' feature is cost-effective as it can easily integrate into the existing CCTV infrastructure and can be scaled to monitor multiple cameras across multiple locations, providing a unified platform for surveillance and thereby reducing dependence on manpower for monitoring purposes. This scalability and cost-effectiveness makes the solutions budget-friendly for organisations and ideal for creating a safe environment in public and workplaces," added Mr Rajesh Kumar, CEO of Phronetic.AI.

Phronetic.AI has designed the software in such a manner that it can analyse patterns of behaviour over time and such behavioural insights will help the users to optimize security measures and allocate resources more effectively. It can also be programmed to focus only on specific actions or tasks or areas.

In case of an incident, it can provide detailed reports within a few hours thus providing valuable evidence for any post-incident analysis or legal proceedings. The action logs can be used for forensic analysis, helping investigators understand the sequences of events and identify any perpetrators.
EOM

About Infibeam Avenues Limited:

Infibeam Avenues Ltd. is one of the leading global financial technology (fintech) company offering comprehensive digital payment solutions and enterprise software platforms to businesses and governments across industry verticals. The company's payment infrastructure solution includes acquiring and issuing solutions and offering infrastructure for banks. The core Payment Gateway (PG) business provides over 200 plus payment options to the merchants allowing them to accept payments through website and mobile devices in 27 international currencies. Infibeam Avenues' enterprise software platform hosts India's largest online marketplace for government procurement. The company processed transaction worth INR 7.0 trillion (US$ 86 billion) in FY24. Company currently has over 10 million plus clients across digital payments and enterprise software platforms. The company's vast clientele includes merchants, enterprises, corporations, governments, and financial institutions in both domestic (India) as well as international markets. Infibeam Avenues' international operations are based in the United Arab Emirates, Kingdom of Saudi Arabia, Australia, and the United States of America. We also have business presence in Oman working with three of the largest banks in the country.

For further press queries please email or call
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For more information on the company, please go to, www.ia.ooo , www.phronetic.ai and www.ccavenue.com