

Media Release

Infibeam Avenues Ltd's CCAvenue Partners With Loylty Rewardz For Seamless Reward Point Redemption

Gandhinagar, September 05, 2024 – Infibeam Avenues Ltd (BSE: 539807, NSE: INFIBEAM), India's premier publicly listed fintech company, is thrilled to announce that its flagship payment brand CCAvenue inks a deal with Loylty Rewardz, as the company expects to garner the lion's share in the burgeoning Indian consumer engagement space.

Mr. Amresh Acharya, MD & CEO, Loylty Rewardz and Mr. Vishwas Patel, Joint Managing Director of Infibeam Avenues Ltd, signed the agreement on the side-lines of The Global Fintech Fest (GFF) 2024, Mumbai. GFF is the world's biggest fintech conference, renowned for its transformative thought leadership and exciting product launches.

"We at CCAvenue staunchly believe in providing our business partners with the latest fintech innovations along with new age payment methods that drive revenue," said **Mr. T. Nandakumar Menon, Sr. Vice President - Alliances and Operations, Infibeam Avenues Ltd.** "Our win-win partnership with Loylty Rewardz will enable consumers to easily access and utilize their reward points while shopping on innumerable merchant websites powered by CCAvenue payment gateway. This collaboration will boost customer retention considerably for our partner brands, thereby fuelling growth of their online businesses."

Loylty Rewardz is an Indian customer engagement company delivering end-to-end loyalty solutions. Through its module called Rewardz Hub, customers of over 20 bank and retail loyalty programs managed by Loylty Rewardz can seamlessly redeem their reward points on online payments powered by CCAvenue. The loyalty programme market in India is expected to touch USD 5.37 billion in 2024 and USD 8 billion by 2028. It may almost double by 2033 touching USD 14.5 billion.

"With rising consumption and income levels of consumers, the loyalty industry in India is poised for accelerated growth," said **Amresh Acharya, Loylty Rewardz**, adding that the growing spending power of the Indian consumer is prompting many global and domestic brands to chase a larger share of India's market, thus expanding loyalty and engagement solutions in the market.

Commenting on this partnership, **Mr. Amresh Acharya** stated: "At Loylty Rewardz, we are dedicated to innovation in consumer engagement. Our alliance with CCAvenue, a leading payment aggregator will enhance customers' shopping experience through intuitive and seamless reward point redemption in sync with secure and efficient payment processing."

With Rewardz Hub integrated into the checkout page on CCAvenue-powered merchant websites, millions of consumers in India can make payments by fully or partially redeeming reward points they have earned on their debit or credit cards.

Through this collaboration, 5000 CCAvenue-powered merchants will be able to reach 500mn unique customers with reward points worth overall INR 20bn accrued through Loylty Rewardz's retail and banking loyalty programs. Customers stand to enjoy greater convenience, affordability and a superior shopping experience across these online merchants.

About Loyly Rewardz:

Loyly Rewardz, founded in 2008 is a leading loyalty and customer engagement company. Loyly designs and manages loyalty and customer engagement programs for 20+ banks and brands and empowers 60+ retail brands with outcome based end-to-end loyalty solutions to enhance their customer experiences with a gamut of data-driven, MarTech and technology-led products and services. Loyly Rewardz has collaborated with CCAvenue to offer the redemption module 'Rewardz Hub' which will enable customers across its 500mn+ loyalty program accounts to redeem points online across our network of retail partners throughout the country.

About CCAvenue:

CCAvenue, the flagship brand of Infibeam Avenues Limited, is a PCI DSS 3.2.1 compliant payments platform for eCommerce businesses in India. The organization serves millions of merchants spread across verticals such as Retail, Travel, Real Estate, Telecommunication, Government departments, and Utility billers, Hospitality, Education and Healthcare. It enables merchants to accept online payments through a spectrum of new-age payment options including 6 major Credit Cards, 97+ Debit Cards (All MasterCard / Visa / Maestro / RuPay Cards), Amex EzeClick, 58+ Net Banking, Mobile Wallets, UPI and up to 15 Multi Bank EMI options.

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 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, Australia, and the United States of America. We also have business presence in Oman working with three of the largest banks in the country.

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For more information on the company, please go to, www.ia.ooo , www.billavenue.com and www.ccavenue.com
