

PRESS RELEASE

**Infibeam Avenues and IBM India collaborates to Develop, Implement and Promote Blockchain Capabilities on LinuxONE in India**

Gandhinagar, 20 December, 2018: Infibeam Avenues Limited (IAL) (BSE/NSE), an Indian e-commerce and payment solutions provider, today announced that it has entered into an agreement with IBM India which will enable Infibeam to develop, implement and promote blockchain capabilities on LinuxONE in India.

This will be a first of its kind in India on LinuxONE, and Infibeam will utilize this opportunity for delivering multiple services across industry verticals on their upcoming state of the art Cloud Datacenter in GIFT City, Gandhinagar.

Infibeam Data Centre combines the best of Linux and open technology with the best of enterprise computing in one platform. Built on highly resilient, high-speed processors, it is designed to be the backbone of the interconnected data-driven era, setting new standards in transaction volume, speed, and trust.

**About Infibeam Avenues Limited**

Infibeam Avenues is India's leading e-commerce and payment solutions provider to businesses and the government. It is the only profitable and publicly-listed e-commerce company in India. Its two main offerings are: E-commerce Solutions via the brand BuildaBazaar, an end-to-end SaaS (software as a service) solution that allows merchants to set up an online store, manage the back-end (orders, inventory, logistics), implement marketing activities, integrate with marketplaces and accept payments; and launch Payment Solutions via the brand CCAvenue, which is one of India's most trusted online payment gateways, providing payment solutions to an estimated over 70% of India's e-merchants. The company has over 500,000 merchants across its web services (e-commerce solutions and payment solutions) offerings, including reputed brands such as Amul, Adani, Nilkamal @Home, Saudi Telecom, Jumbo Electronics, Spykar, Esbeda, Panasonic, Blackberry, EsselWorld, Imagica, Idea Cellular, Emaar, Government of India, Taj Hotels, Oberoi Hotels, ITC Hotels, Hilton, MakeMyTrip, ClearTrip, Shopclues, Myntra, McDonalds, Starbucks, Airtel, DishTV, Go Daddy, BookMyShow, Vistara, Indigo, Vivo, GAIL gas, among many others. Infibeam Avenues also owns and operates a multi-category consumer e-commerce website Infibeam.com, strategic to its E-Commerce Solutions offering.

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For more information on the company, please go to, [www.ia.ooo](http://www.ia.ooo) and [www.ccavenue.ooo](http://www.ccavenue.ooo).