



November 20, 2017

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

Dear Sir/ Madam,

Sub: Avenues (India) Private Limited (“CAvenue”) – the Subsidiary Company of Infibeam Incorporation Limited launches BillAvenue – The future of Bill Payments

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, we hereby intimate you that one of our Subsidiary Company i.e. **Avenues (India) Private Limited** has informed us regarding its launch of **BillAvenue**, an inter-operable digital bill payments platform. Built over the **Bharat Bill Payment System (BBPS)** infrastructure, BillAvenue enables service providers to accept bill payments from customers nation-wide, while also offering easily accessible bill payment facility to customers, both online and offline. BillAvenue currently covers payments for utility services such as gas, water, electricity, mobile postpaid, DTH and broadband. Gradually, this scope will be expanded to include several other types of payments.

BillAvenue allows billers across India to offer e-payment facility to all their customers. Moreover, customers will now have the convenience of paying their utility bills online or through a network of 1 lakh+ offline agents. BillAvenue is a highly scalable, robust and user-friendly platform that has been meticulously developed in-house. The initiative is in line with NPCI's goal of promoting electronic payments and will further accelerate the cashless drive in the country.

We also attach herewith the Press Release issued by CAvenue in this regard for your kind information and reference please.

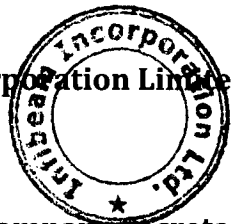
You are requested to kindly take note of the same.

Thanking you,

Yours faithfully,

For Infibeam Incorporation Limited

Shyamal Trivedi
Vice President & Company Secretary
Encl: As Above



INFIBEAM INCORPORATION LIMITED

CIN: L64203GJ2010PLC061366

Regd. Office: 28th Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar, Taluka & District - Gandhinagar - 382 355

Tel: +91 79 67772200, Fax: +91 79 67772205

Email: ir@infibeam.ooo, Website: www.infibeam.ooo



Avenues®

BillAvenue®

Press Release

Further to the success of CCAvenue, Infibeam's Subsidiary Company Avenues India launches BillAvenue - The Future of Bill Payments

Mumbai 20th November, 2017: The Digital India campaign of the Union Government endeavors to place the nation firmly on the path to 'Finserv Convergence' and create a cashless economy. In support of this initiative and by virtue of a license granted by the RBI to operate as a BBPOU, Avenues India, the subsidiary company of Infibeam Incorporation Limited widely known by its flagship brand **CCAvenue**, proudly announces the launch of **BillAvenue**, an inter-operable digital bill payments platform. Built over the **Bharat Bill Payment System (BBPS)** infrastructure, BillAvenue enables service providers to accept bill payments from customers nation-wide, while also offering easily accessible bill payment facility to customers, both online and offline.

As per an RBI estimate, over 30,800 million bills amounting to Rs. 6223 billion are generated every year in India's top 20 cities alone. However, the bill payment infrastructure in the country is largely unorganized and predominantly cash-dependent. It offers customers limited option of payment flexibility and is mostly restricted to either cash or cheque payments. BillAvenue was introduced with an aim to address this issue and offer a 'Unified' bill payment platform for the entire country. It offers an 'anytime, anywhere' bill payment facility via multiple payment modes and channels, with instant confirmation of payment. BillAvenue currently covers payments for utility services such as gas, water, electricity, mobile postpaid, DTH and broadband. Gradually, this scope will be expanded to include several other types of payments.

Under authorization from the RBI, BillAvenue has been building a series of strategic partnerships with billers as well as with Agent Institutions across the country to offer an end-to-end bill payment solution. On one hand, BillAvenue collaborates with billers to fetch bills and digitizes them for electronic presentment to the customers. Further, to complement these efforts, BillAvenue on-boards agent institutions that offer numerous customer touch points for bill payments at a local level. Currently, BillAvenue is fetching bill payments through its agent institution partners who have a network of 1,20,000+ agents operating under them.

Commenting on this new offering, **Mr. Mohan Nair, Chief Marketing Officer** said: “With the introduction of BillAvenue, we have made an important addition to the bill payments infrastructure in the country. It is a single and holistic platform for bill payments, paving the way for increased channels, platforms and payment modes. BillAvenue allows billers across India to offer e-payment facility to all their customers. Moreover, customers will now have the convenience of paying their utility bills online or through a network of 1 lakh+ offline agents. BillAvenue is a highly scalable, robust and user-friendly platform that has been meticulously developed in-house. The initiative is in line with NPCI’s goal of promoting electronic payments and will further accelerate the cashless drive in the country.”

No more queues for your customers - BillAvenue is the new standard for bill payments in India!!

Media Contact:

Shekhar Singh: Head Corporate Communications | 9825060991 | shekhar@infibeam.ooo