

Media Release

Infibeam Avenues Board Approves Strategic Transfer of Ecommerce Platform Infrastructure Business to Rediff.com India Ltd for INR 800 Crores.

The move enables focused business segmentation, with Infibeam focusing on payments and AI, and Rediff scaling its enterprise software and ecommerce offerings.

Post-Transaction, Infibeam to Hold 82% Stake in Rediff.

Gandhinagar, August 08, 2025 – Infibeam Avenues Limited (BSE: 539807 | NSE: INFIBEAM), a leading fintech and digital technology company, today announced that its Board of Directors has approved entering into a Business Transfer Agreement (BTA) with Rediff.com India Ltd., to transfer its Ecommerce Platform Infrastructure Services business.

As part of the transaction, the Ecommerce Platform Technology Infrastructure business has been independently valued at INR 800.39 crores. This strategic business transfer is expected to deliver focused business segmentation, enabling each company to operate with enhanced focus and ownership. Infibeam will double down on digital payments and AI innovation through CCAvenue and Phronetic.AI, respectively, while Rediff enhancing its enterprise offerings through the integration of its robust ecommerce platform framework suite into the upcoming RediffOne business productivity suite.

“This strategic move creates a powerful growth runway for both Infibeam and Rediff,” said **Mr Vishal Mehta, Chairman and Managing Director, Infibeam Avenues Ltd.** “At Infibeam, we are accelerating our leadership in India’s payments and AI infrastructure, while Rediff is poised to dominate digital enterprise platforms and consumer commerce technology. By sharpening our focus and enhancing agility, we are unlocking new opportunities to deliver sustained, superior value to our shareholders and the broader ecosystem.”

Unlocking Synergies and Market Opportunity:

The transaction builds on the natural synergy between ecommerce platform technology and enterprise software solutions. RediffOne, Rediff’s integrated suite of business tools - originally designed to include ERP, HRMS, CRM, and productivity applications - will now incorporate ecommerce platform technology as a core offering. The expanded solution will be offered as a unified business suite as part of RediffOne offerings, while simultaneously, ecommerce platform technology will also be available as a standalone product under the Rediff Ecommerce Platform brand name.

The brand alignment with Rediff will enhance the marketability and visibility of the platform offering, leveraging Rediff’s digital brand recognition across India and international markets.

Strengthened Ownership and Strategic Oversight:

As part of the transaction pending shareholder approval, Infibeam’s equity stake in Rediff will increase from 54.1% to 82.7%, enabling continued strategic oversight. This ownership structure provides the foundation for long-term alignment between the companies and creates opportunities for collaboration in AI, ecommerce platform, digital payments and other technology licensing.

Platform Built for Scale and Performance:

The ecommerce platform business being transferred serves a marquee client base, including large enterprises and government. Infibeam's platform technology was also instrumental in the development and deployment of the Government eMarketplace (GeM) - India's national procurement portal leveraging Infibeam's enterprise ecommerce software framework.

Financial Highlights (FY24-25):**Payments Business (CCAvenue)**

- Revenue: INR 3,546 crore
- EBITDA: INR 111 crore

Ecommerce Platform Technology Infrastructure Business

- Revenue: INR 180 crore
- EBITDA: INR 137 crore

These results reflect the maturity and independence of both verticals, underscoring the strategic rationale for separation to enable focused execution and capital allocation.

Transaction Structure:

- The transfer will be executed as a slump sale on a going concern basis, subject to shareholder and regulatory approvals.
- Key assets, liabilities, IP, talent, and customer contracts related to the platform business will be transferred to Rediff.com India Ltd.
- Infibeam will retain strategic oversight through its increased shareholding and will continue to explore synergies in technology, AI, and platform partnerships with Rediff.
- Rediff to operate the ecommerce platform under the RediffOne and Rediff Ecommerce banners.

What's Next?

Following this move, Infibeam Avenues will focus exclusively on scaling CCAvenue's digital payment ecosystem and its AI and agentic infrastructure services under Phronetic.AI. Rediff, meanwhile, will focus on expanding its enterprise-grade email (Rediffmail), digital payments (RediffPay), Rediff News platform, and now, a fully integrated RediffOne business suite with ecommerce capabilities and also offer the Rediff Ecommerce Platform technology on standalone basis.

This transaction marks a significant realignment for both brands, setting the stage for sustained, independent growth across digital commerce, productivity, payments, and AI sectors in India and beyond.

Rediff is evaluating capital-raising options, including a potential IPO, to fuel rapid growth across its product portfolio and expand its presence in the enterprise SaaS and digital commerce markets.

About Infibeam Avenues Limited:

Infibeam Avenues Ltd. is one of the leading global financial technology (fintech) company offering comprehensive digital payment solutions, Artificial Intelligence (AI) 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 8.67 trillion (US\$ 106 billion) in FY25. 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

Vishal Dutta | (M) +91 9924387860, vishal.dutta@ia.ooo

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