

August 08, 2025

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

Dear Sir/ Madam,

**Sub: Intimation – Slump Sale**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we hereby inform that the Board of Directors at its Meeting held today i.e. August 08, 2025 has considered and approved to enter into a Business Transfer Agreement ("BTA") with Rediff. com India Limited ("Rediff.com"), the Subsidiary of the Company for the sale and transfer of Platform Business Undertaking of the Company on a going concern basis through a slump sale on such terms and conditions as detailed in the Business Transfer Agreement (including any amendments or modifications thereto) and all other agreements in connection therewith ("Transaction"), subject to approval of the Shareholders and such other applicable statutory and regulatory approvals.

The details as required under Regulation 30 of the Listing Regulations read with SEBI Master Circular no. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ("SEBI Master Circular") is enclosed herewith as **Annexure - A**.

The copy of Press Release titled "**Infibeam Avenues Board Approves Strategic Transfer of Ecommerce Platform Infrastructure Business to Rediff.com India Ltd for INR 800 Crores**", issued by the Company is attached herewith.

The Board Meeting commenced at 11:00 a.m. and concluded at 01:10 p.m.

The said details are also available on the website of the Company at [www.ia.ooo](http://www.ia.ooo).

Request to 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:** 28<sup>th</sup> Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY,  
Gandhinagar – 382 050 **CIN: L64203GJ2010PLC061366**

**Tel:** +91 79 67772204 | **Fax:** +91 79 67772205 | **Email:** [ir@ia.ooo](mailto:ir@ia.ooo) | **Website:** [www.ia.ooo](http://www.ia.ooo)

**Annexure - A**

**Details/Disclosure as required under Regulation 30 read with Part A of Schedule III of the LODR Regulations and the SEBI Master Circular are set out as below:**

Sr. No.	Particulars	Details
<b>Details of Slump Sale of unit(s) or division(s) of the listed entity:</b>		
a.	The amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division or undertaking or subsidiary or associate company of the listed entity during the last financial year;	<p>Turnover of the Platform undertaking was Rs. 1,801.6 Mn which is 4.83% of the Total Turnover of the Last Financial year FY-2024-25.</p> <p>The Net worth of the Platform undertaking was Rs. 6,211.5 Mn which is 18.58% of the Total Net worth of the Last Financial year FY-2024-25.</p>
b.	Date on which the agreement for sale has been entered into	The contractual agreement(s) i.e. Business Transfer Agreement would be signed in due course which will be subject to receipt of shareholders' approval and other regulatory approvals, if any required.
c.	The expected date of completion of sale/disposal	<p>Completion of the Transaction is subject to fulfilment of certain conditions precedent, as specified in the Business Transfer Agreement, including receipt of approval from the shareholders and regulatory authorities.</p> <p>The transaction is expected to be consummated in about 60 days, subject to receipt of statutory approvals and fulfilment of the conditions laid down in the BTA.</p>
d.	Consideration received from such sale/disposal	The consideration for sale of the Platform undertaking is INR 800.39 Crores (Rupees Eight Hundred Crores Thirty Nine Lacs Only), subject to adjustments in accordance with the terms of the Business Transfer Agreement.
e.	Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof	<p>Rediff. com India Limited ("Rediff.com"), is a public limited company incorporated under the laws of India, bearing Corporate Identity Number (CIN): U22100MH1996PLC096077 having its registered office at Level 10, Seasons Riddhi Siddhi, Junction of Tilak Road and 1st Gaothan Lane, Santacruz (West), Mumbai, Maharashtra, India, 400054.</p> <p>Rediff.com, is one of the leading Indian internet Company offers a wide range of products and services including Enterprise Email &amp; Collaboration Suite Platform, Payments and News &amp; Content services. These services are offered to small &amp; medium businesses, large corporates and consumers at large.</p> <p>Rediff.com does not belong to the promoter/ promoter group/ group companies of the Company.</p>
f.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	Yes, the transaction falls within the related party transaction and same has been entered at arm's length.
g.	Whether the sale, lease or disposal of the undertaking is outside Scheme of Arrangement? If yes, details of the same including compliance with regulation 37A of LODR Regulations	<p>The proposed slump sale transaction is not being undertaken through a Scheme of Arrangement.</p> <p>Prior to consummating the Transaction, the Company will obtain necessary approvals under applicable Act, Rules and Regulations. Further, necessary disclosures shall be made in the Notice of Postal Ballot/ General Meeting for obtaining approval of the shareholders for sale of the Platform undertaking.</p>

**INFIBEAM AVENUES LIMITED**

**Regd. Office:** 28<sup>th</sup> Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar – 382 050 **CIN: L64203GJ2010PLC061366**

**Tel:** +91 79 67772204 | **Fax:** +91 79 67772205 | **Email:** [ir@ia.ooo](mailto:ir@ia.ooo) | **Website:** [www.ia.ooo](http://www.ia.ooo)

<b>Additional Disclosure in case of a Slump Sale:</b>		
h.	Name of the entity(ies) forming part of the amalgamation/merger, details in brief such as, size, turnover etc.	Please refer the details specified in point no. (a) and (e) above.
i.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arm’s length”	Please refer the details specified in point no. (f) above.
j.	Area of business of the entity(ies);	Please refer the details specified in point no. (e) above.
k.	Rationale for Slump sale	The transfer of Infibeam’s core platform and infrastructure business to Rediff.com is a strategic move to drive platform convergence and unlock greater enterprise value. Rediff’s ecosystem - spanning Rediffmail, RediffPay, and RediffOne— offers a natural fit for the ecommerce enterprise suite, completing the full-stack offering for businesses. This enables seamless integration from storefront to payments, CRM, and analytics, enhancing user experience and retention. Rediff’s strong brand and wide SME reach provide immediate go-to-market advantage. With Infibeam retaining over 80% equity, it ensures continuity in vision and execution. The move allows Infibeam to focus on scaling CCAvenue and Phronetic.ai, while Rediff.com accelerates as a SaaS-led enterprise and media platform. This structure brings operational focus, capital efficiency, and long-term growth potential.
l.	In case of cash consideration – amount or otherwise share exchange ratio	Total consideration of Rs. 800.39 Crores would comprise of Rs. 400.00 Crores in Cash and Rs. 400.39 Crores by way of issuance of Fresh Equity Shares.
m.	Brief details of change in shareholding pattern (if any) of listed entity	There will be no change in the shareholding pattern of the listed entity pursuant to the Transaction.

**INFIBEAM AVENUES LIMITED**

**Regd. Office:** 28<sup>th</sup> Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar – 382 050 **CIN: L64203GJ2010PLC061366**

**Tel:** +91 79 67772204 | **Fax:** +91 79 67772205 | **Email:** [ir@ia.ooo](mailto:ir@ia.ooo) | **Website:** [www.ia.ooo](http://www.ia.ooo)

## 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](mailto:vishal.dutta@ia.ooo)

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

---