

## Media Release

# Infibeam Avenues Ltd to be rebranded as 'AvenuesAI Ltd'

Rebranding signals evolution from payment and e-commerce infrastructure pioneer to an AI-driven digital payments and fintech powerhouse, reinforcing its ambition to lead global payment infrastructure with CCAvenue brand.

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**Gandhinagar, December 11, 2025** – The Board of Directors of Infibeam Avenues Limited (“Company”) in its meeting today has given an in -principle approval for the change in the name and branding of the Company.

Subject to requisite approvals and directions from the concerned statutory authorities and the receipt of all requisite corporate and other approvals as may be required, the Company propose to, discontinue the use of ‘Infibeam Avenues Ltd’, as part of their corporate name, brand and rebrand the company name as ‘AvenuesAI Limited’.

“As the digital economy evolved, so did we. Our company has undergone a profound transformation. What began as a payments and e-commerce infrastructure firm is now progressing towards becoming a full-stack, AI-led digital payment technology company. Artificial intelligence will power nearly every layer of our value chain, from authorization and routing to fraud detection, credit scoring, digital public infrastructure, cloud technologies, and scalable platform architecture,” said **Mr. Vishal Mehta, Chairman and Managing Director, Infibeam Avenues Ltd.**

“This shift is not incremental, it is foundational. AI is no longer an enabler; it is central to who we are and what we are building. The name AvenuesAI captures this transformation with clarity and purpose, reflecting our commitment to embedding AI deeply across our products, platforms, and operations,” said **Mr Vishwas Patel, Joint Managing Director, Infibeam Avenues Ltd.**

The rebranding decision marks a strategic and forward-looking evolution of the company.

- **Strategic Alignment:** This rebranding aligns the company’s identity with its strengthened technology moat, global growth ambitions, and long-term product roadmap in the digital payment space, under the brand CCAvenue. It positions the company to capture emerging high-value opportunities in a world where AI-led decision-ing, analytics, and automation are driving the next phase of innovation and revenue expansion.
- **Stakeholder Clarity:** For investors, the transition to AvenuesAI (Infibeam Avenues Ltd) offers clearer visibility into the company’s digital payment AI-first DNA, enhances brand perception in global markets, and places the business firmly within AI-powered digital payment sectors that command superior growth trajectories, stronger productivity, and higher benchmarks. The name change reflects not just who we are today but the scale and impact we aim to achieve in the years ahead.
- **Global AI-Driven Digital Payment Company:** This rebranding is part of a broader strategy to establish AvenuesAI as a globally recognized AI-driven digital payments

company. The Company already maintains an international footprint, with operations in the United Arab Emirates, Saudi Arabia, Australia, and the United States, and a presence in Oman in collaboration with three of the country's largest banks. Global digital payment business offers higher take-rate, thus boosting overall revenue growth of the company.

The new name, AvenuesAI, reflects this transformation and underscores the company's commitment to embedding Artificial Intelligence (AI) at the core of its products and operations. AI now powers our payment processing, risk management, fraud detection, digital public infrastructure initiatives, and enterprise-grade technology solutions enabling greater scalability, accuracy, and automation across the value chain.

The Company's payment business commands a meaningful share of the Indian digital payments market and has demonstrated strong growth. In H1 FY25-26 saw revenue growth of 84% on a half-year basis, while TPV rose 26% year-on-year.

Following rebranding, the company will continue to offer its full suite of digital payments and fintech products, under its flagship brand CCAvenue payment gateway. Over the years, the Company has expanded its ecosystem through strategic partnerships with public-sector and private-sector banks, cooperative banks, and other institutions, strengthening merchant confidence and broadening access to SMEs and rural markets. CCAvenue continues to weave a network of partnerships that advance financial inclusion and broaden payment options across more than 200 banks, reinforcing India's digital economy.

#### **About Infibeam Avenues Limited:**

Infibeam Avenues Ltd. ("Company") is one of the leading global financial technology (fintech) companies offering comprehensive digital payment and artificial intelligence (AI) solutions across industry verticals. The company's payment infrastructure suite includes acquiring and issuing solutions, as well as core payment infrastructure for banks. Company's flagship brand CCAvenue powers one of India's largest Payment Gateway (PG) platforms, offering over 200 payment options that enable merchants to accept payments through websites and mobile devices in 27 international currencies. As part of its diversified digital ecosystem, Rediff.com, a subsidiary of Infibeam Avenues Ltd., strengthens the Company's position in the AI-driven commerce and content platform space. Rediff's offerings, combined with Infibeam's advanced fintech and AI capabilities, enable a unified ecosystem of payments, platforms, and digital services that drive value across consumer and enterprise segments. The company processed transaction worth INR 8.67 trillion (US\$ 106 billion) in FY25 across payments and platforms and serves over 10 million clients across its digital payments and platform businesses, catering to merchants, enterprises, corporations, governments, and financial institutions in both domestic and international markets. Infibeam Avenues' international operations span the United Arab Emirates, Kingdom of Saudi Arabia, Australia, and the United States of America, with additional presence in Oman, where it partners with three of the country's largest banks.

#### **For further press queries please email or call**

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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)

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