



Newgen Software Technologies Limited

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Date: 29th May 2024

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001	National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block, Bandra- Kurla Complex, Bandra (E), Mumbai – 400051
Ref.: Newgen Software Technologies Limited (NEWGEN/INE619B01017) Scrip Code – 540900	Ref.: Newgen Software Technologies Limited (NEWGEN/INE619B01017)

Sub.: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Ref: - Intimation of Product launch.

Dear Sir/ Ma'am,

We would like to inform you that the Company has launched a new product named “**LumYn**”. In this regard, please find enclosed the Press Release titled as “Newgen Launches LumYn - World's First Gen AI-Powered Hyper-Personalization Platform for Banks.”

The details of the said product as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are as follows:

S. No.	Particulars	Details
1.	Name of the Product (s)	LumYn
2	Date of Launch	29 th May 2024
3	Whether caters to domestic/ international market	Domestic as well as International Market

This is for your kind information and record.

Thanking you.

For Newgen Software Technologies Limited

Aman Mourya
Company Secretary

Enc: a/a

Newgen Launches LumYn - World's First Gen AI-Powered Hyper-Personalization Platform for Banks

Aiming to transform the Banking Industry with 2X More Conversions and 10X Faster Targeted Product Launches

Mumbai, May 29, 2024 - Newgen Software, a leading global provider of low-code digital transformation platforms, is excited to announce the launch of **LumYn**, a groundbreaking Gen AI-powered hyper-personalization platform designed specifically for the banking sector. This innovative growth intelligence platform is set to enhance profitability and significantly improve customer experiences for banks worldwide.

In the current financial landscape, customers demand personalized service and tailored solutions. LumYn addresses this need by combining predictive intelligence with advanced conversational AI capabilities, enabling banks to build hyper-personalized understanding of each customer's need, behaviour, preferences and intent to drive deeper engagements, while ensuring data privacy and security.

Key Features of LumYn:

- **Conversational AI:** Enables business users to interact with customer data (transactions, behavior, and interactions) using natural language, facilitating seamless insight generation and growth strategy development.
- **Rapid Development:** Customizable AI models tackle unique business challenges, promoting growth. The low-code platform allows for quick iteration and refinement, ensuring rapid adaptability.
- **Maximized Customer Lifetime Value:** Strengthens customer relationships by creating behavioral segments based on spending habits and lifestyles, enabling targeted marketing campaigns.
- **Accelerated Time-to-Market:** Leverages a comprehensive library of pre-built AI models, delivering faster insights and quicker deployment, enhancing cross-sell opportunities.
- **Reliable and Secure AI:** Ensures complete data transparency with visible modeling processes. Built on robust technologies that prioritize security and privacy, LumYn offers a trustworthy AI solution for banks.

Virender Jeet, CEO of Newgen Software, remarked on the launch: *"LumYn is not just a personalized AI platform; it's a hyperpersonalized one, layered with Gen AI capabilities. This means that LumYn goes beyond traditional personalization by understanding and adapting to customers' evolving preferences, behaviours, and life stages in real-time."*

Rajan Nagina, Head of AI, Newgen Software, added, *"We are delighted to introduce LumYn to our portfolio. This platform's ability to derive actionable insights from customer behaviors and preferences is a testament to Newgen's expertise in banking and cutting-edge AI/ML technology. LumYn will significantly deepen customer engagement and drive business growth."*

Newgen's LumYn is set to redefine how banks interact with their customers, offering a powerful tool to stay competitive in an ever-evolving market.

About Newgen Software

Newgen is the leading provider of a unified digital transformation platform with native [process automation](#), [content services](#), [communication management](#), and [AI/ML](#) capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to

develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

For more details, visit www.newgensoft.com