

March 28, 2022

The Manager Corporate Relationship Department BSE Limited Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The Manager – Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
BSE Scrip Code: 532341	NSE Symbol: IZMO

Subject: **Business Update Release**

Dear Sir/Madam,

We are sending herewith copy of the Business Update Release title “**Unique value-added CGI-based 3D virtual showroom for car dealers**”. The Business release is self-explanatory.

The aforesaid information shall also be available on the website of the company viz. **www.izmoltd.com**

Kindly take the same on record.

Thanking You

Yours faithfully,
for **IZMO Limited**



Danish Reza

Company Secretary and Compliance Officer



Enc: As Above



BUSINESS UPDATE RELEASE

izmo launches new product – izmoEmporio – in the US

Unique value-added CGI-based 3D virtual showroom for car dealers

Bangalore, India – March 28, 2022 – izmo Ltd. announced that the Company has recently launched a new CGI-based product – izmoEmporio – in the US market.

izmoEmporio offers a CGI-powered 3D virtual showroom experience that can be embedded in auto dealer websites. It allows a user to personalize the car online, such as changing the color and wheels and adding a moonroof visor, spoiler and roof rack. After building a virtual car, the platform also allows users to share this on social media as well as get a quote from a dealer, who can price it along with the accessories based on the user's customization.

This product would enable buyers to customize the car as per their requirements, and allow dealers to offer specific built-to-order cars online, leading to better margins. Overall, with izmoEmporio embedded in a dealer's website, the experience becomes more engaging and interactive for a consumer, increasing the likelihood of a successful purchase.

Commenting on this development, Mr. Sanjay Soni, MD, izmo Ltd., said:

"We are excited to announce the launch of izmoEmporio – our new CGI-based software for auto dealers. izmoEmporio offers a 3D virtual showroom-like experience to users wherein they can customize the car to their liking and get a quote for that customized car.

This tool makes dealers' websites immensely more interactive and engaging for consumers, increasing the chances of a successful buying decision. The industry is witnessing a trend of more and more consumers wanting specific customizations and a more immersive experience before finalizing a car. A typical buyer no longer buys based on set parameters, but seeks an 'customizable experience' from the car. This is what izmoEmporio delivers, benefitting the consumer as well as the dealer.

This development is in line with our strategy to bring new, innovative products to the market which are ahead of their times. I would like to thank the entire izmo team for their relentless efforts and hard work which pushes the Company forward."

About izmo Ltd.

izmo Ltd. provides automotive retail solutions for dealerships worldwide and is the largest global producer of interactive media content for the automotive industry. izmo products include Digital Retail Web Platform, Parts Distribution CRM, Search Engine Marketing and Data Analytics, among others. izmo

is headquartered in Bangalore, India, with offices in San Francisco, Long Beach, Chicago, Brussels and Paris.

For further information, please contact:

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