

August 03, 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,

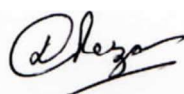
We are sending herewith copy of the Business Update Release title “**izmoEmporio featured in Automotive News - a leading automotive publication in US**”. The Business release is self-explanatory.

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

izmoEmporio featured in Automotive News - a leading automotive publication in US

A CGI-based product winning recognition & appreciation from various US dealerships

Bangalore, India – August 2nd, 2022 – izmo Ltd. announces that the Company’s new CGI-based product – izmoEmporio – was featured in Automotive News, a leading automotive publication in the US.

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.

Buckeye Honda, a car dealership in Lancaster, Ohio, deployed the product on their website, and have been witnessing significantly higher interest from customers. The tool has been fostering engagement with online shoppers and increasing the dealership’s sales of accessories. As per the store management, the tool is generating higher-quality leads for them, with many customers close to buying a car.

Link to the Article: <https://www.autonews.com/dealers/izmoemporio-tool-keeps-shoppers-buckeye-honda-website>

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

“We are happy that our product has been featured in a reputed and sought-after publication in the US automotive sector – Automotive News. izmoEmporio offers a unique 3D virtual showroom-like experience to users wherein they can customize the car with accessories to their liking and get a quote for that customized car.

Dealerships across the US are seeing the benefits of this product, as was expressed by Buckeye Honda, a car dealership in Lancaster, Ohio. The store is getting substantially higher customer engagement and better-quality leads after deploying izmoEmporio on their website. Their accessories sales have particularly gone up ever since. It is heartening to know that our product proves more than its worth for our customers.

Such testimonials further boost our confidence in building cutting edge products that are beneficial to dealerships and ahead of the industry standards. 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:

<p>Mr. Sanjay Soni Izmo Limited Email: ssoni@izmocars.com www.izmold.com</p>	<p>Ms. Savli Mangle/ Mr. Rahul Trivedi Bridge Investor Relations Pvt. Ltd. Email: savli@bridge-ir.com/ rahul@bridge-ir.com www.bridge-ir.com</p>
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Caution Concerning Forward- Looking Statements: *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*