

7th June, 2021

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 517214

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block
Bandra – Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Code: DIGISPICE

Sub: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith a Press Release being issued by the Company titled - DiGiSPICE Launches New-age Startup 'Korero Platforms'.

You are requested to kindly take the above on record and oblige.

Thanking you.

Yours faithfully,

For **DiGiSPICE Technologies Limited**
(formerly Spice Mobility Limited)

M.R. Bothra

**Vice President – Corporate Affairs
& Company Secretary**

Encl: as above



DiGiSPICE Launches New-age Startup 'Korero Platforms'

~ Korero Platforms to enable AI powered Contextual Conversations between Future-Ready Businesses and its Stakeholders~

~Expected to offer 20-25% higher RoI in marketing campaigns with 30% reduction in cost of engagement for large enterprises, MSMEs and startups~

Mumbai, June 7, 2021: Korero Platforms, a new-age startup offering communication platform-as-a-service (CPaaS) solutions to enterprises was launched today. Korero, meaning conversations, will enable omni-channel, contextual conversations between future-ready businesses and their stakeholders. Korero Platforms will help enterprises in their digital transformation journey by harnessing the latest AI technology to improve the connected customer experience.

A business unit of DiGiSPICE Technologies, Korero Platforms will leverage DiGiSPICE's global presence and rich experience in running technology and content focused platforms and solutions for public as well as private enterprises. DiGiSPICE has a legacy of catering to a diverse set of enterprise customer needs, whilst keeping pace with the rapid evolutions in the technology industry, which will prove to be a benefit for Korero Platforms, as it gets launched today. Korero Platforms will leverage the existing partnerships and customer base that DiGiSPICE has not only in India, but other geographies, while expanding into the Indian start-up industry.

Enterprise customers leveraging Korero Platforms' Communication Platform-as-a-Service (CPaaS) offerings are expected to get 20 - 25% higher RoI in their marketing campaigns and reduce the cost of engagement with clients by 30%. It provides a safe, secure, intelligent, interactive and reliable two-way conversation platform. This harnesses the power of AI and Cloud as well as on-premise solutions, to offer tailored interactions with different stakeholders. Korero Platforms with its differentiated market offerings will help enterprises create, control and maximize their campaign performance. The AI tools will further drive the customer lifetime value by automating the communication flow.

While Korero Platforms is industry agnostic and can be deployed to optimize customer communication across businesses of every size and in every sector, the company's present focus is to drive adoption in Retail/ e-Commerce, BFSI and Utilities with large enterprises, MSMEs as well as start-ups in the new economy. It has already on-boarded leading public and private enterprises as customers in India.

Speaking on the launch, **Dilip Modi, Founder, Korero Platforms & Spice Money** said, *"Businesses today are interacting with different stakeholders, who prefer different channels of communication. Touchpoints are increasing, conversational channels are rising and user behaviors are evolving. Enterprises have to thus, keep pace with changing communication trends while at the same time keeping their costs in check. Through DiGiSPICE's 20 year rich experience, we identified the need of enterprise customers, upcoming start-ups and next-gen marketers, for an omni-channel communication platform-as-a-service offering to drive superior customer engagement. Moreover, we have witnessed the demand and appetite for digital solutions from small businesses as well as start-ups through our success in Spice Money. Korero Platforms will not only cater to new clients, but will also address the needs of DiGiSPICE's existing customer base across the globe."*



“Korero Platforms was created keeping in mind the needs of the new-age user across different sectors. Our digital solutions will make communications much simpler and allow for a seamless integration with different channels to deliver business critical messages to end users at competitive pricing. We want to be the most preferred communications platform partner to large enterprises, MSMEs as well as start-ups, and help them augment their customer’s experience through a content-rich conversational journey.” Modi added.

Korero Platforms, with its omni-channel capability allows seamless handling of inbound communication and acts as a contact hub that tracks recipient behavior in terms of channel preferences and engagement patterns. The AI-based recommendation engine of Korero Platforms enables enterprises to leverage analytics on user behaviour, channel preferences and actionable insights to tailor their marketing communication campaigns.

Currently, Korero Platforms offers services for SMS, Voice (Inbound, Outbound, TFN), eMail, WhatsApp (Broadcast and 2 way), App Push Notifications, In App Messaging and Web Push Notifications. By building extensive patterns about the audience’s habits and what leads them to convert, enterprises can extend their campaign reach with Korero Platforms.

About Korero Platforms

Korero Platforms, is a new age startup that enables AI powered contextual conversations for the future of business. It offers omni-channel communication platform-as-a-service offerings to enterprises to engage with its stakeholders across Banking & Financial Services, Retail and Utilities. Korero helps enterprises in their digital transformation journey by harnessing the latest AI technology to improve the connected customer experience. Korero offers a secure, interactive, intelligent, two-way conversation platform on the Cloud and on premise to drive customer lifetime value. For more information, please visit: <https://www.koreroplatforms.com/>

About DiGiSPICE

DiGiSPICE Technologies (NSE: DIGISPICE) is a next-gen technology company working with private & public enterprises as a trusted strategic partner in their digital transformation journey since 2000. DiGiSPICE has been driving innovation-led tech solutions for its core capabilities in engineering, analytics & automation, enabling customers to easily reinvent products, operations and business models. With its new age products and services, the company aims to empower enterprises and consumers across the globe by accelerating the impact of modern technologies. While building a strong ecosystem over the last two decades, the company has emerged as an innovation and technology led organization, giving genesis to two new-age tech startups, Spice Money and Korero Platforms. For more information, please visit: <https://www.digispice.com/>

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