



October 07, 2025

BSE Limited

Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001
Scrip Code: 543396

National Stock Exchange of India Limited

The Listing
Department,
Exchange Plaza,
Bandra Kurla
Complex, Mumbai -
400 051

Symbol: PAYTM

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

Dear Sir/ Ma'am,

We are enclosing herewith the press release titled **"Paytm Launches India's First AI Soundbox for Payments"**.

This disclosure will also be hosted on the Company's website viz. <https://ir.paytm.com/>.

Kindly take the same on record.

Thanking you

Yours Sincerely,
For **One 97 Communications Limited**

Sunil Kumar Bansal
Company Secretary and Compliance Officer

Encl.: As above



Paytm Launches India's First AI Soundbox for Payments

- Made in India technology to serve large, small, and medium businesses
- Transforms the Paytm Soundbox from a payment alert device into an AI powered business partner that simplifies merchant operations
- Provides instant summary, business insights, and financial intelligence in 11 local languages
- Works on 4G and WiFi connectivity, and includes a fair use AI token subscription where additional AI usage could be billed later
- Supports dynamic QR, tap, and insert card for seamless payments

Paytm today announced the launch of Paytm AI Soundbox, India's first AI business device for small and medium businesses, helping them operate more efficiently and leverage the power of AI in their everyday operations. The launch was unveiled at the Global Fintech Festival (GFF) today, where Paytm showcased how artificial intelligence can simplify and strengthen everyday business operations for merchants. The device includes an AI assistant that interacts with merchants in 11 local languages, providing real time insights and answers modeled on their payments and business performance. Merchants can talk to the Paytm AI Soundbox to access intelligence that supports smarter operations, making it a true AI business assistant.

With this launch, Paytm introduces a new era of intelligent devices for businesses in India, aimed at empowering the country's diverse merchant community across neighbourhood stores, cafés, and retail chains. The built in Paytm Button provides quick access to assistance and key payment updates, helping merchants track collections and manage their business easily through both voice and screen.

Built on an Android based system, it combines advanced software with smart design to bring greater flexibility and scalability for future updates. Equipped with dual displays, including a front touchscreen for easy interaction and a top display for instant updates, the Paytm AI Soundbox offers a clear and convenient interface for merchants. It supports dynamic QR, tap, and insert card transactions, delivering an intuitive experience that fits seamlessly into fast paced retail environments. The WiFi connectivity ensures stable performance in indoor locations such as restaurants and supermarkets, while 4G support keeps transactions running smoothly in outdoor or high traffic areas.

Vijay Shekhar Sharma, Founder & CEO - Paytm said, "From bringing QR code based mobile payments to innovating the mass scale trust device, Soundbox, we are now entering the intelligence age with multiple AI first products. With Paytm AI Soundbox, we are making the power of AI accessible to small and micro businesses across the country. We believe AI can help small businesses scale faster and enable large enterprises to operate with greater efficiency and intelligence. We remain committed to making AI inclusive, reliable, and safe for everyone to use."

India is entering the intelligence revolution, where the power of AI will drive the next wave of growth and help small businesses scale. As a homegrown fintech pioneer, Paytm is leading the



way in making India AI enabled. Through its AI first approach, Paytm is creating technology that builds trust, enhances efficiency, and empowers millions of merchants to operate with confidence and scale sustainably.

About Paytm

Paytm is India's full stack merchant payments leader, serving MSMEs and enterprises. It is also a leading mobile payments and financial services distribution company. A pioneer of the mobile payments, QR code, and Soundbox revolution in India, Paytm builds technology that empowers small businesses with payments and commerce. With a mission to serve half a billion Indians, Paytm is driving financial inclusion and helping bring more people into the mainstream economy through technology.

Paytm media contact: corpcomm@paytm.com



Every Merchant's Ai Business Assistant

paytm Button

Paytm Voice Assistant,
Powered by Ai



Multiple Payment Options

Dynamic QR, Tap and Insert
Card Payments