



February 27, 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 Partners with Perplexity to Bring the Power of AI to Crores of Indians”**.

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 Partners with Perplexity to Bring the Power of AI to Crores of Indians**

- Integrates AI-powered search in the Paytm app, enabling users to ask everyday questions, explore topics in their local language, and make informed financial decisions
- Empowers India's Digital and Mobile Economy with AI-driven insights to enhance financial literacy and accessibility

Paytm (One 97 Communications Limited), India's leading payments and financial services distribution company and the pioneer of QR codes, Soundbox, and mobile payments, has partnered with Perplexity to bring the power of AI to Crores of Indian consumers. Perplexity is the world's first answer engine that delivers fast, clear responses with trusted sources in real time. This collaboration marks a major step toward integrating AI-driven intelligence into mobile payments, enabling users to get real-time financial assistance within the Paytm app.

As India's digital economy grows, the need for instant and reliable information to support informed decision-making is increasing—whether in managing finances, exploring market trends, or making daily choices. Paytm is addressing this by integrating AI-powered search in the Paytm app, enabling users to ask everyday questions, explore topics in their local language, and make informed financial decisions. This innovation enhances digital literacy and reinforces Paytm's commitment to driving technological advancements for a smarter, AI-driven India.

**Vijay Shekhar Sharma, Founder & CEO - Paytm said,** "AI is transforming the way people access information and make decisions. With Perplexity, we are bringing the Power of AI to Millions of Indian Consumers, making knowledge and financial services more seamless and accessible."

**Aravind Srinivas, CEO & Co-founder - Perplexity said,** "We are thrilled to partner with Paytm, a pioneer and innovator in India's mobile payment revolution. Our AI-powered search technology will help bring real-time, trusted answers to millions, enabling them to make informed decisions effortlessly. This collaboration is a step towards a future where AI enhances everyday interactions and digital experiences for all."

The Paytm-Perplexity partnership showcases how AI can empower millions by making information and financial services easily accessible. This collaboration aligns with Paytm's broader vision of leveraging technology to drive inclusion and innovation, making AI an integral part of everyday life in India.

### **About Paytm**

Paytm is India's leading mobile payments and financial services distribution company. Pioneer of the mobile QR payments revolution in India, Paytm builds technologies that

help small businesses with payments and commerce. Paytm's mission is to serve half a billion Indians and bring them to the mainstream economy with the help of technology.

Paytm media contact: [corpcomm@paytm.com](mailto:corpcomm@paytm.com)

### About Perplexity

Perplexity is the conversational 'answer engine' that draws from credible sources in real time to answer users' questions with in-line citations. Founded in 2022 by former members of OpenAI, Meta, Quora, Bing, and Databricks, the company's mission is to serve the world's curiosity by bridging the gap between traditional search engines and AI-driven interfaces. Each week, Perplexity answers more than 100 million questions around the world. Perplexity is available online at [www.perplexity.com](http://www.perplexity.com) and on iOS, Mac, and Android.

LAUNCHING

**paytm** ❤️  **perplexity**

**Bringing the  
Power of AI  
to crores of  
Indians**

