



April 04, 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 MahaKumbh Soundbox with Digital Screen for Instant Payment Alerts and Live Transaction Count"**.

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 MahaKumbh Soundbox with Digital Screen for Instant Payment Alerts and Live Transaction Count

- Features real-time payment updates on a display screen and a clear overview of daily transactions, helping businesses track collections effortlessly
- Supports business operations with 4G superfast connectivity, 10-day battery life, and multilingual capabilities
- Expands the Made-in-India Paytm Soundbox lineup after the recent launches of NFC Card Soundbox for tap-and-pay and Solar Soundbox for sustainable energy solutions

Paytm (One 97 Communications Limited), India's leading payments and financial services distribution company and the pioneer of mobile payments, QR codes, and Soundbox technology, has launched the Made-in-India Paytm MahaKumbh Soundbox to empower merchant partners with instant payment alerts on a digital screen and real-time transaction tracking. The latest addition to Paytm's expanding Soundbox range, this 4G-enabled device helps businesses track payments effortlessly, improve transaction visibility, and enhance operational efficiency.

The MahaKumbh Soundbox represents the power of Indian unification—just as the rare pilgrim festival brings millions together, this device seamlessly integrates multiple features into one, enabling effortless transactions for merchants.

Equipped with diverse capabilities, the new Paytm MahaKumbh Soundbox comes with a built-in digital screen that provides a clear view of payments, including real-time transaction updates, total collections, and device status. Merchants can now see transactions instantly while also receiving audio alerts, ensuring quick verification even during peak hours when multiple payments are being made. It features Paytm pioneered QR code, allowing customers to scan and pay via all UPI apps and RuPay Credit Card payments through UPI. With a powerful 3-watt speaker, the device delivers clear voice confirmations, enabling merchants to instantly verify payments and reduce errors. Supporting 11 languages, it ensures merchants receive updates in their preferred language. Additionally, its long-lasting 10-day battery and durable, splash-resistant, and temperature-resistant design make it a reliable solution for businesses across retail stores, restaurants, and local markets.

Shri Sanjiv Singh ji, Joint Secretary, DPIIT said, "Startup Mahakumbh has been a landmark event celebrating India's vibrant entrepreneurial spirit, bringing together visionaries, innovators, and policymakers to drive India's digital and financial inclusion forward. In this spirit of innovation, Paytm continues to lead the way in transforming digital payments for millions of businesses across the country. The launch of the Paytm MahaKumbh Soundbox is another testament to India's leadership in fintech innovation—empowering merchants with real-time transaction tracking, seamless payment acceptance, and operational efficiency. I commend Vijay Shekhar Sharma and the Paytm team for their relentless commitment to developing cutting-edge, Made-in-India solutions that strengthen our digital economy and support small businesses nationwide."



Vijay Shekhar Sharma, Founder & CEO - Paytm said, “We are proud to have made mobile payments accessible to everyone. As pioneers of Soundbox technology, we introduced instant payment confirmations, bringing trust and ease to merchants. With our new Made-in-India Display Soundbox, we are taking it a step further to help our merchant partners track transactions effortlessly and manage their business with confidence.”

This launch follows Paytm's recent green innovation of India's First Paytm Solar Soundbox, aimed at providing sustainable energy solutions to merchants and businesses. By integrating solar-powered infrastructure, the company continues to drive innovation that enhances efficiency and reduces operational costs for its partners. Additionally, Paytm is enhancing digital transactions with its NFC-enabled payment solutions, allowing merchants to accept tap-and-pay transactions effortlessly. This ensures faster, more secure payments and an improved customer experience.

The advertisement features a central image of the Paytm mahakumbh Soundbox, a blue and white device with a digital screen and a QR code. Above it, the text reads "paytm mahakumbh Soundbox MADE IN INDIA". To the left, an illustration shows a merchant using the device to accept a payment. To the right, an illustration shows a customer using a smartphone to pay. Below the device, five key features are highlighted in colored boxes:

- Digital Payment Confirmation:** Hear every payment, and now also view it on a digital screen.
- Digital Battery & Network Indicator:** Digital screen to check battery and signal status.
- Daily Payment Summary:** View daily collection and total number of payments.
- Speaks Your Language:** Instant voice payment alerts available in 11 languages.
- 4G Superfast Connectivity:** Seamless 4G network connectivity.
- Long-lasting Battery:** 10-day battery life with 2000 mAh battery.
- Accept payments from:** RuPay Credit Card on UPI, All UPI Apps.

Paytm innovates based on customer needs, introducing features like UPI statement downloads (PDF & Excel), UPI Trading Blocks for direct stock trade payments without pre-funding, and the 'Receive Money QR Widget' for instant payments without opening the app. It also enables users to check UPI-linked bank account balances on the Paytm app and supports UPI, UPI Lite for small payments, RuPay Credit Card linking on Paytm UPI, cards, and net banking for seamless transactions. Expanding globally, it now facilitates UPI payments in the UAE, Singapore, France, Mauritius, Bhutan, Sri Lanka, and Nepal.

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.

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