



Date: September 24, 2026

To,

BSE Limited,
20th Floor, P.J. Towers,
Dalal Street,
Mumbai - 400001.
BSE Scrip Code: **544606**

National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051
NSE Scrip Symbol: **PINELABS**

Dear Sir/Ma'am,

Subject: Press Release - Pine Labs to Deploy 10 Lakh Soundboxes Across India to Power Digital Commerce.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith press release titled “Pine Labs to Deploy 10 Lakh Soundboxes Across India to Power Digital Commerce.”

The above information will also be available on the website of the Company at <https://www.pinelabs.com/investor-relations>.

You are requested to take the same on record.

Thank You.

For Pine Labs Limited

Neerav Mehta

Company Secretary and Compliance Officer
Membership Number: A20949

Encl: a/a

Pine Labs to Deploy 10 Lakh Soundboxes Across India to Power Digital Commerce

Mumbai, September 24, 2026 – As digital payments move beyond small ticket transactions, Pine Labs today announced a strategic investment to deploy 10 lakh Soundboxes across India. The investment is aimed at strengthening digital payments infrastructure in India.

This development reflects a broader evolution in India's digital payments ecosystem as UPI and other digital payment modes gain traction beyond everyday low-ticket transactions. Through the planned deployment, Pine Labs also aims to improve UPI penetration into new markets and business segments.

“With new monetization levers emerging, we want to walk the talk by investing back into the ecosystem and deepen digital payments adoption. Pine Labs' commitment to deploy 10 lakh soundboxes reflects our belief that sustainable economics and financial inclusion can reinforce each other,” said **B Amrish Rau, CEO, Pine Labs**.

Built on cloud-first architecture, the soundboxes enable merchants to receive real-time audio confirmation of the payment transaction. The platform supports remote device management, over-the-air software updates, and centralized monitoring, helping merchants scale their payment infrastructure efficiently as transaction volumes grow.

The rollout will support businesses as they participate in India's next wave of digital commerce growth.

About Pine Labs Ltd

Pine Labs Limited is a technology company building the Commerce OS that powers digital commerce across South Asia, Southeast Asia, the Middle East, Africa, Australia, and the United States. Pine Labs' platform connects merchants, enterprises, financial institutions, and consumers through a unified suite of payments, issuing, credit, and fintech solutions. Serving businesses across online and in-store commerce.

Pine Labs simplifies payments, enables financial services, and creates seamless commerce experiences. Its Commerce OS combines financial platforms, payment orchestration, issuing capabilities, prepaid and stored value solutions, and payment and credit rails, enabling businesses to move money, create customer value, and deliver increasingly intelligent commerce experiences, at scale.

As commerce becomes increasingly real-time, intelligent, and embedded, Pine Labs is building the technology infrastructure that powers the next generation of digital commerce.

To know more, please visit www.pinelabs.com