Date: 14.09.2026

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001.

SECURITY CODE: **544177** || SECURITY ID: AZTEC || ISIN: **INE0SCB01016**|| SERIES: **EQ**

Sub.: Press Release – Launch of New Product "AZTRACE"

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release regarding the launch of the Company's new product "**AZTRACE**", which was launched at the 16th Annual General Meeting of the Company held on Thursday, September 10, 2026.

The aforesaid information is also available on the website of the Company at www.aztecindia.org

You are requested to kindly take the same on record.

Thanking you,

FOR, AZTEC FLUIDS & MACHINERY LIMITED

PULIN KUMUDCHANDRA VAIDHYA
Digitally signed by PULIN KUMUDCHANDRA VAIDHYA
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PULIN VAIDHYA
MANAGING DIRECTOR
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Encl: As above

Aztec Fluids & Machinery Launches AZTRACE: A New Digital Traceability and Anti-Counterfeiting Platform

New Software and Technology Services Offering Extends Aztec's Coding, Marking and Industrial Traceability Leadership into a Digital Intelligence Layer

Ahmedabad, Gujarat | September 14, 2026 – Aztec Fluids & Machinery Limited (BSE: 544177), one of India's leading coding, marking and industrial traceability solutions providers, today announced the launch of **"AZTRACE,"** its new digital serialization, traceability and analytics platform, at the Company's 16th Annual General Meeting ("AGM") held on Thursday, September 10, 2026, through a dedicated presentation outlining its key features and positioning.

AZTRACE is categorised by the Company as a Software and Technology Services offering. It is being launched in the domestic market, with international deployment planned in due course, based on market response and business opportunities identified during the marketing phase.

What Is AZTRACE?

AZTRACE is designed to give every physical product a **trusted digital identity** tracking it from the point of manufacture through packaging, warehousing, distribution and retail, to the point of consumption. In the Company's framing, every physical product is paired with a **digital twin**: a single, living record that travels with the product and captures its identity, location, ownership, authentication status, transactions, scans, warranty, service history and rewards. The platform is built around three core capability pillars:

- **Identity:** serialization and unique-ID generation via QR and Data Matrix codes
- **Execution:** printing, scanning and verification across the supply chain
- **Intelligence:** dashboards, analytics and alerts that convert product movement into actionable business insight

Together, these pillars feed a single, unbroken **digital thread** that links the physical world of products, printers, conveyors, cameras and sensors with the digital world of serialization, cloud data, analytics and enterprise systems from manufacturing all the way to the consumer.

The Problem AZTRACE Addresses

Physical products move continuously across the value chain, but the corresponding digital visibility into that movement often does not keep pace. AZTRACE is intended to connect this physical movement with a single digital record per product, spanning identity, location, ownership, authentication, transactions, scans, warranty, service and rewards history. For **Aztec**, the launch represents an extension of the Company's existing coding, marking and industrial traceability capabilities built around its printer and consumable business into a **software and digital services layer**. Aztec's product presentation positions AZTRACE's use cases as including supply-chain track-and-trace, anti-counterfeit detection, inventory and ageing visibility, consumer engagement and rewards programmes, and integration with enterprise systems such as ERP, CRM, WMS and MES.

Platform Capabilities in Focus

Beyond its three foundational pillars, AZTRACE is presented as a suite of purpose-built intelligence engines that work together on a common data thread. In its launch presentation, the Company illustrated several of these working capabilities through live, on-screen product demonstrations:

- **Track & Trace Control Tower:** A single operational view of product movement across every node in the network, from plant to warehouse to distributor to dealer, with dispatches, receipts, scans and exceptions surfaced as they occur rather than in periodic reports.
- **Anti-Counterfeit Intelligence: T**erritory-level risk heatmaps and indicators that show where counterfeit and duplication risk is emerging, so brands can act while an issue is still contained rather than discovering it through lost sales months later.
- **Inventory & Ageing Visibility:** Stock visibility across every node of the chain, not only within the plant, together with ageing profiles that highlight slow-moving and dead stock capital that would otherwise sit unseen.
- **Reward Control Tower:** Consumer engagement and loyalty programmes in which every reward is traceable to a verified scan, with built-in integrity checks designed to identify and block fraudulent claims before payout.
- **Executive Command Centre:** An enterprise-wide, live overview across production, inventory, distribution, scans, authentication, rewards, exceptions and counterfeit signals, alongside a prioritised alert panel conceived as the single screen leadership can open each morning.

The Company positions these engines as illustrative of AZTRACE's intended capabilities. Figures shown during the demonstration were representative of the platform in operation and were used to convey scale and functionality rather than as disclosed operating metrics.

Market Opportunity

AZTRACE is positioned within a broader industry context of rising regulatory focus on product traceability and anti-counterfeiting, alongside growing brand-protection needs among manufacturers and the ongoing digitisation of supply chains across manufacturing, distribution and retail. Independent industry estimates place the global track-and-trace solutions market at approximately USD 7–8 billion in 2026, with providers projecting double-digit annual growth over the next several years as serialization and traceability regulations widen across pharmaceuticals, food and consumer goods. Within India, the anti-counterfeit packaging market alone has been estimated at roughly USD 5–8.5 billion in the 2025–26 period, with several industry forecasts projecting a low-double-digit compound annual growth rate through the early 2030s, outpacing broader global averages. India's pharmaceutical sector, one of the largest generic drug manufacturing and export bases globally, continues to expand barcode and QR-code traceability requirements for domestically sold formulations, reinforcing sustained demand for serialization and authentication infrastructure of the kind AZTRACE is designed to provide**.**

Management Commentary

> **Mr. Pulin Vaidhya, Chairman & Managing Director of Aztec Fluids & Machinery Limited, said,**
>
> "The launch of AZTRACE at our 16th AGM marks a natural extension of Aztec's traceability heritage into a scalable, technology-driven digital layer. For over a decade, our coding and marking solutions have helped customers mark and identify their products; AZTRACE is designed to build on that foundation by giving every product a digital identity that can be tracked, authenticated and analysed end-to-end.
>
> We see a genuine and growing opportunity in digital traceability, anti-counterfeiting and supply-chain digitisation across Indian industry, and we believe AZTRACE strengthens our positioning as an integrated, technology-driven solutions provider with capabilities that extend beyond our traditional printer and consumables base into software and analytics.
>
> Consistent with our Technological Sovereignty initiative and our long-term Vision 2030 roadmap, we intend to build AZTRACE in a disciplined manner beginning in the domestic market, with international deployment to follow in due course based on market response, while continuing to invest in execution capability across our business."

Outlook

The Company plans to continue its domestic rollout of AZTRACE, with international deployment to follow in due course, and expects to continue investing in technology and execution capability supporting this offering, consistent with its previously articulated Technological Sovereignty initiative and Vision 2030 roadmap. No specific revenue, customer-adoption or timeline commitments for AZTRACE have been disclosed beyond what is stated above.

About Aztec Fluids & Machinery Limited

Established in 2010, **Aztec Fluids & Machinery Limited** is a prominent supplier of printers, consumables and spares, specialising in coding and marking solutions. Its product range includes various printers (CIJ, TTO, DOD, NIJ and Laser) and specialised inks for diverse applications. With over 1,500+ customers across multiple sectors, the Company serves 24 states and 3 union territories in India, with a growing international presence, and exports products to countries in Africa, the Middle East and Asia.

The Company has also acquired Jet Inks Private Limited, a Chennai-based ink manufacturer and printer dealer, to strengthen its presence in South and East India.

Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

For Further Information Please Contact

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