

NOVUS
Loyalty

INVESTOR PRESENTATION



SAFE HARBOUR

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BUILDING THE FUTURE OF INTELLIGENT LOYALTY & ENGAGEMENT

Novus Loyalty is an AI-powered loyalty, rewards, and customer engagement technology company enabling enterprises to build scalable retention ecosystems through intelligent engagement infrastructure.



Key Platform Strengths

- AI-powered engagement automation
- Omnichannel loyalty ecosystems
- API-first infrastructure
- Enterprise rewards commerce
- Gamified customer engagement



Key Highlights

- Enterprise Loyalty Technology Platform
- Presence Across Banking, Retail, Hospitality & Fintech
- Scalable AI Engagement Ecosystem
- Cloud-Native & API-Driven Architecture
- Multi-Industry Enterprise Deployments

Key Highlights

100+ Enterprise Customers

Trusted by leading brands and institutions across industries.

77+ Employees

Experienced technology, loyalty, operations, and support teams.

Presence Across India

Strong operational and partner network with expanding international footprint.

40+ Crore Transactions Per Month

High-scale transaction processing capability with robust infrastructure.

4+ Crore Consumers on Platform

Serving a rapidly growing digital consumer ecosystem.

Large Enterprise Client Portfolio

Serving banks, enterprises, retailers, and large-scale organizations.

10+ Years of Innovation, Trust & Growth

THE NOVUS LOYALTY JOURNEY

A DECADE OF INNOVATION, TRANSFORMATION & ENTERPRISE GROWTH

Early Loyalty Innovation

Developed a franchise-based loyalty platform designed for marketing agencies, laying the foundation for scalable customer engagement and rewards ecosystems.

2013

Building a Proprietary Loyalty Platform

After identifying critical gaps in the Indian BFSI loyalty landscape, Novus Loyalty initiated the development of its own enterprise-grade loyalty and engagement platform.

2017

2011

Foundation & Incorporation

Novus Loyalty was incorporated as a private limited company, beginning its journey as a technology-driven digital solutions provider focused on enterprise innovation.

2015

Enterprise Partnership Expansion

Partnered with leading enterprise loyalty platforms to deliver customer loyalty solutions integrated with retail and banking ecosystems.

Scaling Trusted Banking Partnerships

Expanded enterprise operations by onboarding five leading banking institutions, accelerating growth across financial services and customer engagement ecosystems.

Global Expansion & Industry Recognition

Marked a pivotal year of international growth with the onboarding of multiple fintech and global enterprise clients across new markets.

Key Achievements:

- Excellence in Finance Award at FiNext 2024
- Loyalty Solutions Excellence Award for Banking, E-commerce & Retail at FiNext Conference
- Expansion across fintech and international engagement ecosystems

2020

Enterprise Momentum & Banking Growth

Achieved strong business momentum with the successful onboarding of leading banking clients, strengthening the company's presence in the BFSI sector.

2021

2023

Recognition for AI & Loyalty Innovation

Received industry recognition for innovation in loyalty and marketing technology, including:

- Best Use of AI in Marketing Technology
- Excellence in Loyalty Marketing Innovation

2024

IPO Launch & Next Phase of Growth

Novus Loyalty launched its IPO on the BSE SME platform, marking a major milestone in the company's growth journey and strengthening its position as a leading loyalty and engagement technology company.

Strategic Highlights:

- IPO Issue Size of ₹60.15 Crore Supporting Future Growth Initiatives
- Successful IPO launch and public listing
- Strengthened investor confidence and market presence
- Accelerated investments in AI, loyalty infrastructure, and enterprise scalability
- Expanded focus on global growth and intelligent engagement ecosystems

2026

2025

Corporate Transformation & Market Recognition

The company was rebranded from Clavax Technologies Private Limited to Novus Loyalty Private Limited, reflecting its evolution into a dedicated loyalty and engagement technology company.

Major Milestones:

- Conversion from Private Limited to Public Limited Company
- Recognized as a Major Aspirant in Everest Group's Loyalty Platform PEAK Matrix® Assessment 2025
- Awarded AI-Powered Loyalty Transformation Award at Loyalty Bharat Confex & Awards 2025
- Awarded BFSI & FinTech Loyalty Excellence Award at Loyalty Bharat Confex & Awards 2025

Board Members



Deepak Tomar
(CEO at Novus Loyalty)



Sweta Singh
(Whole-Time Director)



Vibhore Rastogi
(CFO)



Rajesh Surekha
(Independent Director)



Sushma Samarth
(Independent director)



Mukesh Makkar
(Company Secretary)



Pooja Kansal
(Independent director)

Our Leaders



Satyam Kumar
(Product Head)



Ranjan Sharma
(VP Sales)



Neeraj Solanki
(Marketing Head)

Business Overview

End-to-End Loyalty & Engagement Ecosystem

Novus Loyalty provides integrated loyalty technology solutions designed to help enterprises acquire, engage, reward, and retain customers, employees, and channel partners.

The company combines AI-driven engagement, digital rewards infrastructure, merchant partnerships, and omnichannel deployment capabilities to create scalable loyalty ecosystems for enterprises.

Core Capabilities

- Loyalty Program Management
- Rewards & Redemption Marketplace
- Digital Voucher Infrastructure
- Merchant Promotions & Offers
- Employee Recognition Solutions
- AI-Powered Customer Engagement
- Gamification & Personalization
- Omnichannel Engagement Platforms

NOVUS

Deployment Model



On-Premise Deployment

- Dedicated enterprise infrastructure
- Customized integrations and workflows
- Enhanced data control and security
- Suitable for banks and large enterprises



SaaS Deployment

- Faster go-live and implementation
- Scalable cloud-based infrastructure
- Lower operational complexity
- Flexible subscription-based model



Key Benefits

- Quick deployment
- API-based integrations
- Omnichannel compatibility
- High scalability and uptime

TYPES OF PRODUCTS

Comprehensive Loyalty Ecosystem

- **Point-Based Rewards Programs**

Enable customers to earn and redeem points across transactions and engagement activities.

- **Tier-Based Loyalty Programs**

Drive long-term retention through Silver, Gold, Platinum, and premium membership structures.

- **Cashback & Discount Programs**

Increase transaction frequency through instant savings and cashback benefits.

- **Referral Rewards Programs**

Encourage customer acquisition through referral driven engagement models.

- **Coalition Loyalty Programs**

Build multi-brand ecosystems with shared rewards and partner engagement.

- **Gamified Loyalty Solutions**

Enhance engagement through missions, streaks, badges, and interactive experiences.

- **Employee Recognition Programs**

Reward employee performance, engagement, and workplace participation.

Business Verticals



Technology Solutions

Enterprise-grade loyalty and engagement platform with AI-driven personalization, analytics, and omnichannel deployment capabilities.



Merchant Promotions

Merchant-funded campaigns and offer management solutions driving customer acquisition and repeat transactions.



Redemption Ecosystem

Large-scale rewards marketplace enabling redemption through gift cards, travel, merchandise, experiences, and partner networks.



Digital Voucher Solutions

Digital gift cards, prepaid instruments, and voucher distribution infrastructure for enterprises and partners.

GEOGRAPHICAL PRESENCE

Domestic Presence

Strong operational and client presence across major Indian markets, including banking, retail, hospitality, healthcare, and enterprise sectors.

International Expansion

Growing international footprint through partnerships and enterprise deployments across global markets.

Global Growth Focus

- Africa
- GCC (Gulf Cooperation Council)
- Asia-Pacific
- Australia
- MENA (Middle East and North Africa)



CERTIFICATIONS & COMPLIANCE



ISO/IEC 27001:2022

Strong information security management standards.



CMMI Maturity Level 3

Structured and optimized process maturity framework.



OWASP Security Guidelines

Application security is aligned with globally recognized standards.

PCI DSS Compliance

Secure payment and transaction processing capabilities.

MAJOR CLIENTS & INDUSTRIES SERVED

Industries Served

- Banking & Financial Services
- Retail & E-commerce
- Hospitality & Travel
- Healthcare
- Fintech
- Insurance
- Telecom
- Enterprise & Corporates

Key Value Delivered

- Customer Retention
- Increased Transactions
- Higher Engagement
- Personalized Experiences
- Revenue Growth

Enterprise Clientele



PRYPCO



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Bank of Abyssinia



बैंक ऑफ महाराष्ट्र
Bank of Maharashtra
एक परिवार एक बैंक



THE MARITIME
FINANCIAL GROUP
STRENGTH ON YOUR SIDE



NATIONAL PAYMENTS CORPORATION OF INDIA



PROGCAP
CAPITAL FOR PROGRESS

RECENT UPDATES & MARQUEE WINS

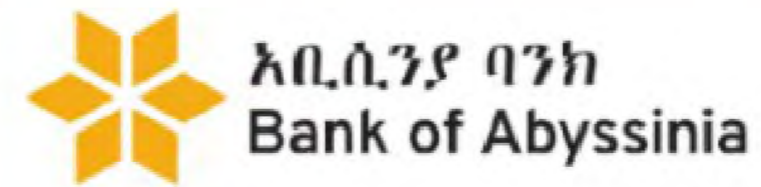
New Strategic Wins



Central Bank of India

Awarded an ₹88 Crore loyalty and customer engagement mandate, significantly strengthening Novus Loyalty's presence in the banking and financial services sector.

The engagement also creates strong long-term recurring revenue opportunities through ongoing campaign management, customer engagement programs, and platform-led loyalty operations.



Bank of Abyssinia – Addis Ababa, Ethiopia

Expanded international footprint through a strategic loyalty and enterprise engagement partnership with a purchase order valued at approximately ₹4 Crore.

The engagement includes a technology mandate along with strong long-term recurring revenue through ongoing campaign execution

Growth Highlights ▶

- Continued expansion in banking and financial services
- Increasing international business opportunities
- Strengthening enterprise technology capabilities



CASE STUDIES

Explore how leading financial institutions and digital ecosystems leveraged innovative loyalty, rewards, and engagement strategies to drive customer retention, increase transaction activity, and build scalable, future-ready customer experiences.



Problem

As India's digital payment ecosystem expanded rapidly, NPCI faced the challenge of managing large-scale customer engagement across multiple banking and payment touchpoints. Traditional reward mechanisms lacked personalization, scalability, and real-time engagement capabilities.

NPCI needed a system that could:

- Increase user adoption of digital payment platforms
- Encourage repeat transaction behaviour
- Create a seamless rewards experience across banking channels
- Handle massive transaction volumes securely and efficiently
- Deliver engagement campaigns without operational complexity

Solution

A centralized loyalty and rewards ecosystem was introduced to support high-volume digital engagement initiatives. **The solution focused on:**

- Real-time reward processing for digital payment transactions
- AI-driven customer segmentation and campaign targeting
- Instant cashback, vouchers, and milestone-based rewards
- Gamified engagement journeys to improve transaction frequency
- Omnichannel accessibility across apps, wallets, and banking platforms
- Secure and scalable infrastructure capable of supporting millions of users

Impact

- Increased digital transaction engagement by 30%+
- Improved repeat transaction behaviour by 25%+
- Enabled scalable campaign execution across millions of users
- Reduced campaign deployment timelines by 40%
- Enhanced customer participation through real-time rewards and gamification
- Strengthened partner ecosystem engagement across banks and merchants

The platform also enabled banks and payment partners to launch customized campaigns quickly while maintaining a unified customer experience.



सेंट्रल बैंक ऑफ़ इंडिया
Central Bank of India

Problem

The bank wanted to modernize its customer engagement strategy and improve loyalty among retail banking customers. Traditional banking relationships were becoming increasingly transactional, while customer expectations for personalized digital experiences continued to rise.

Key challenges included:

- Low customer engagement beyond standard banking services
- Limited differentiation in a competitive banking market
- Declining usage frequency of banking products
- Lack of targeted rewards and retention strategies
- Difficulty in engaging younger, digitally active customers

Solution

A comprehensive banking loyalty and rewards platform was implemented to create stronger customer relationships and improve product engagement. **The solution included:**

- Personalized reward programs linked to banking transactions
- Debit and credit card-based loyalty campaigns
- Merchant offers and voucher integrations
- Customer lifecycle engagement journeys
- AI-powered analytics for customer behaviour tracking
- Digital-first redemption experiences through mobile channels

Impact

- Improved customer engagement across banking channels by 35%+
- Increased debit and credit card usage by 20%+
- Enhanced digital banking adoption among retail customers
- Improved customer retention and repeat engagement
- Enabled personalized campaigns with faster execution capabilities
- Strengthened customer lifecycle engagement through digital rewards ecosystem

The program was designed to reward everyday banking behaviour while increasing product stickiness and customer satisfaction.



Problem

Sparkle wanted to expand customer engagement and build a broader digital rewards ecosystem in Nigeria's emerging fintech and merchant landscape. The market had strong digital growth potential, but structured loyalty and gift card ecosystems were still underdeveloped.

The primary challenges were:

- Limited awareness of gift card and loyalty ecosystems
- Lack of integrated merchant engagement infrastructure
- Need for quick deployment with minimal IT dependency
- Requirement for scalable customer retention strategies
- Difficulty in building repeat engagement across merchants and consumers

Solution

A partnership-led loyalty and gift card ecosystem strategy was introduced to help Sparkle rapidly scale customer engagement initiatives. **The approach focused on:**

- Gift card-led customer acquisition and engagement
- WhatsApp-first loyalty experiences for simplified accessibility
- QR-code and receipt-scan based customer participation
- Wallet-based rewards integration with minimal operational complexity
- Merchant onboarding across hospitality, restaurants, fuel stations, gyms, and retail
- Fast deployment models with low integration dependency

Impact

- Accelerated merchant onboarding across multiple business categories
- Improved customer repeat engagement by 20%+
- Enabled rapid deployment with minimal integration dependency
- Increased ecosystem participation through WhatsApp-first engagement journeys
- Strengthened merchant retention and repeat transaction behavior
- Expanded digital rewards ecosystem scalability within Nigeria's fintech landscape

The ecosystem was designed to create a connected rewards network while enabling merchants to improve retention and repeat transactions.

PRYPCO

Problem

PRYPCO, a Dubai-based prop-tech platform, wanted to strengthen investor engagement and accelerate customer acquisition through a structured referral ecosystem. The company needed a scalable loyalty solution that could incentivize referrals, encourage repeat investor participation, and create long-term engagement within its growing real estate community.

Key challenges included:

- Need for a structured referral and rewards ecosystem
- Limited investor engagement beyond transactions
- Requirement for tier-based incentives to drive participation
- Need for real-time tracking and transparent reward visibility
- Requirement for fast deployment with scalable infrastructure

Solution

Novus Loyalty implemented a customized tier-based referral and engagement platform designed specifically for the real estate investment ecosystem. **The solution included:**

- Tier-based referral structure (Basic, Pro & Premium)
- Rewards linked to successful referrals and investment value
- Real-time referral and rewards tracking
- Personalized investor incentives and milestone-based engagement
- AI-powered analytics and reporting dashboards
- Scalable cloud-based infrastructure for seamless performance
- Omnichannel engagement with transparent user experience

Impact

- Successfully onboarded 2,517 referees through the referral ecosystem
- Generated investment contribution of over 25,18,700 through referral participation
- Increased active investor participation by 30%+
- Achieved 20% improvement in investor retention rates
- 40% of earned reward points redeemed for vouchers, showcasing strong user engagement
- Strengthened long-term investor loyalty through tier-based gamified engagement

The loyalty ecosystem was successfully deployed within just two weeks, enabling PRYPCO to rapidly launch its investor engagement strategy.

Competitive Strengths

End-to-End Loyalty Ecosystem

Comprehensive platform covering rewards, redemption, vouchers, engagement, and analytics.

Scalable Technology Infrastructure

Enterprise-ready platform capable of handling large transaction volumes.

AI-Driven Personalization

Advanced engagement and recommendation capabilities.

Strong Redemption Network

Extensive merchant and rewards ecosystem.

Multi-Industry Expertise

Experience across banking, retail, hospitality, healthcare, and fintech.

Flexible Deployment Models

On-premise and SaaS-based deployment capabilities.

OUR IPO IS MORE THAN JUST ANOTHER FUNDRAISER

In March 2026, Novus Loyalty launched its SME IPO on the BSE SME platform with an issue size of approximately ₹60.15 Cr. The IPO was aimed at accelerating product innovation, business expansion, and strengthening the company's leadership in loyalty and engagement technology.

The IPO opened on March 17, 2026, and the company was successfully listed on March 25, 2026.



STRATEGIC IMPERATIVE

The IPO was launched to support:

- Product & technology enhancement
- Business expansion and market growth
- Sales & marketing scale-up
- Strategic growth opportunities

IPO DETAILS

Particulars	Details
IPO Size	₹60.15 Cr
Price Band	₹139 – ₹146 Per Share
Listing Platform	BSE SME
Listing Date	25 March 2026

KEY HIGHLIGHTS

ISSUE PRICE	₹146 Per Share
TOTAL ISSUE SIZE	₹60.15 Cr
POST IPO MARKET CAP	₹227+ Cr

OUTCOME

The IPO received strong investor participation and strengthened Novus Loyalty's market presence, enabling faster growth and technology investments.

Statement of Profit and Loss for the Year Ended March 31, 2026

Rs. In Lakhs

Particulars	FY26	FY25	FY24
Revenue from operations	12,741.95	10,462.47	7,329.18
Other Operating Income	-	-	-
Total Operating Income	12,741.95	10,462.47	7,329.18
Other Income	30.77	0.12	10.31
Total Income	12,772.72	10,462.59	7,339.49
Total Expenses	11,508.88	9,893.79	6,825.78
EBITDA	1,233.08	568.68	503.40
<i>EBITDA Margin</i>	<i>9.68%</i>	<i>5.44%</i>	<i>6.87%</i>
Depreciation	27.57	40.08	72.43
Interest Cost	5.33	22.69	35.75
Exceptional Items	-	-	-
PBT	1,230.94	506.03	405.53
Tax	302.48	132.42	104.65
PAT	928.46	373.61	300.88
<i>PAT Margin</i>	<i>7.29%</i>	<i>3.57%</i>	<i>4.11%</i>

Balance Sheet As at March 31, 2026

Rs. In Lakhs

Particulars	31-03-2026	31-03-2025	Particulars	31-03-2026	31-03-2025
EQUITY AND LIABILITIES			ASSETS		
Equity			Non-Current Assets		
(a) Equity Share	1,555.02	1.02	(a) Property, Plant & Equipment	49.94	75.84
(b) Other Equity	4,596.72	1,250.05	(b) Intangible Assets	0	0
Total Equity	6,151.74	1,251.07	(c) Tax Assets	225.13	61.92
			Total Non-Current Assets	275.07	137.76
Non-Current Liabilities			Current Assets		
(a) Deferred Tax	40.53	39.39	(a) Inventories	349.01	92.91
(b) Provisions	36.74	21.08	(b) Trade Receivables	187.27	113.90
Total Non-Current Liabilities	77.28	60.48	(c) Investment	0.10	-
			(d) Cash & Cash Equivalents	1,037.18	192.39
Current Liabilities			(e) Bank Balances	5,125.21	1.87
(a) Trade Payables	17.69	8.25	(f) Loans	-	436.30
(b) Other Current Liabilities	684.35	53.48	(g) Other Financial Assets	15.00	4.50
(c) Provisions	305.68	133.23	(h) Other Current Assets	247.91	526.87
Total Current Liabilities	1,007.72	194.95	Total Current Assets	6,961.67	1,368.74
			TOTAL ASSETS	7,236.74	1,506.50
TOTAL EQUITY AND LIABILITIES	7,236.74	1,506.50			

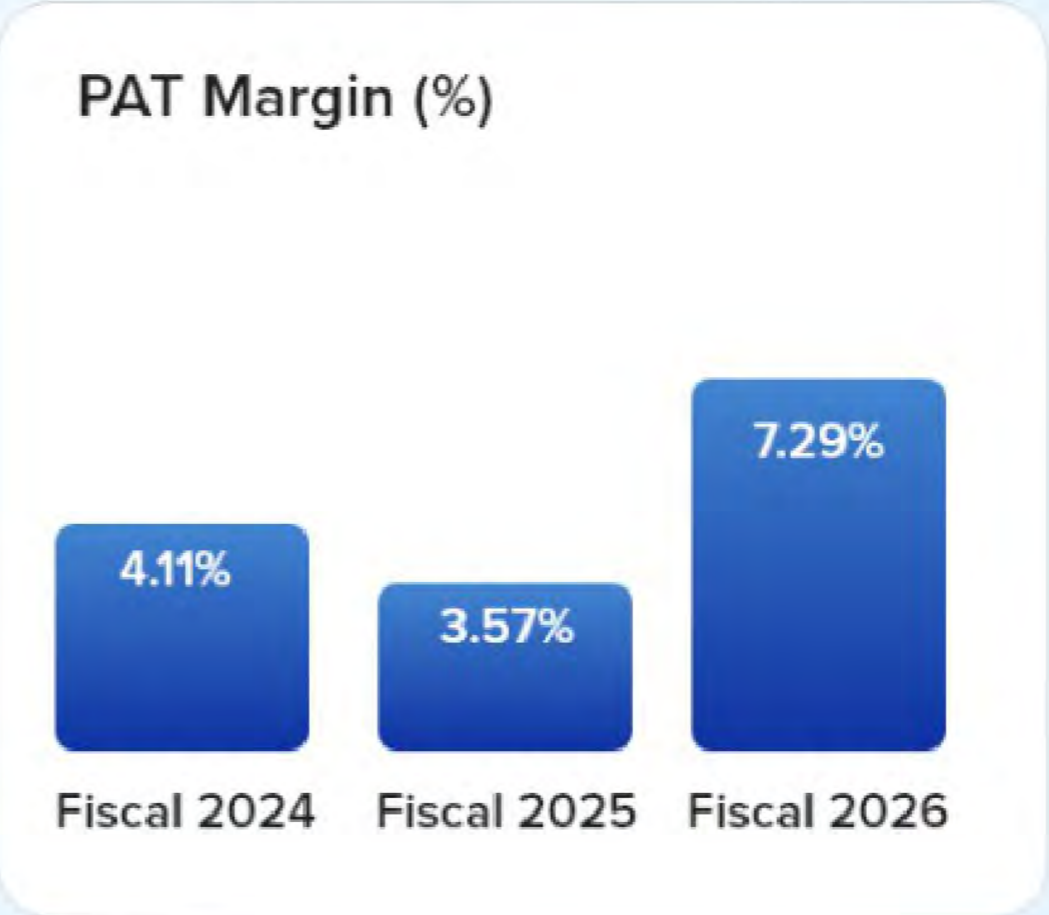
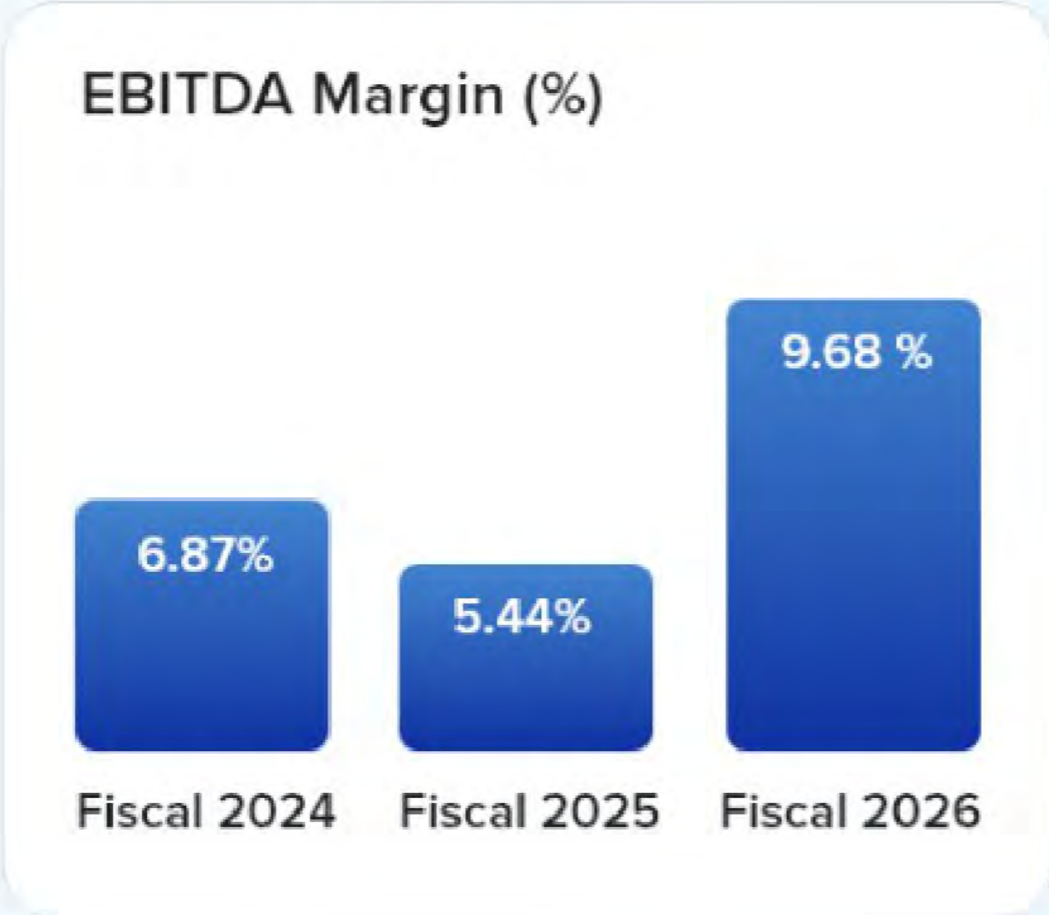
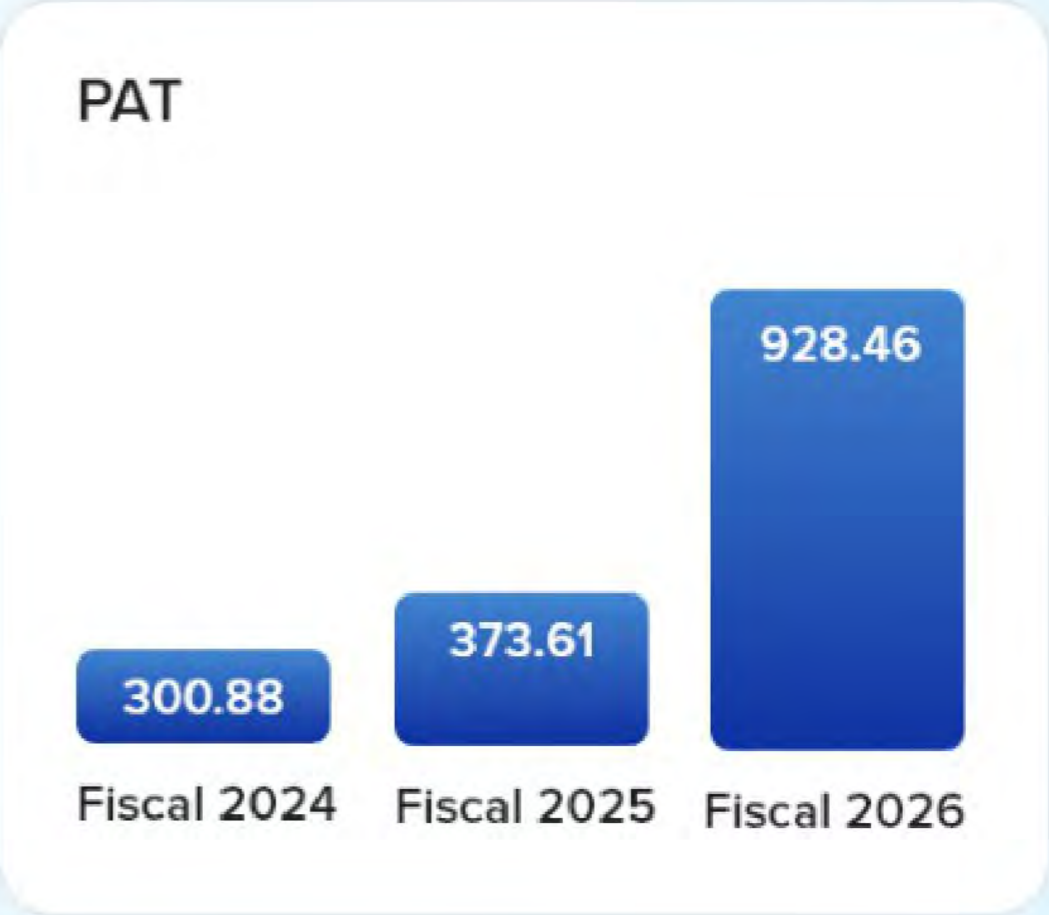
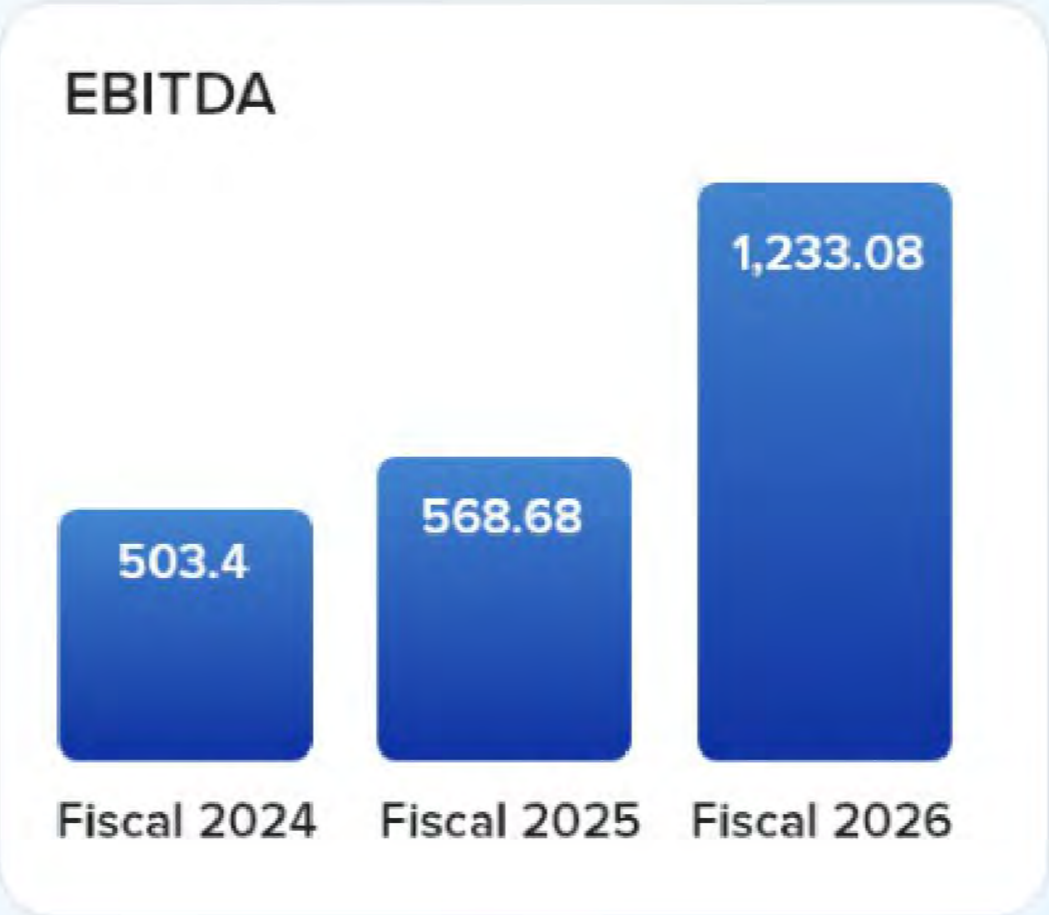
Statement of Cash Flow For the Year Ended March 31, 2026

Rs. In Lakhs

Particulars	31/03/2026	31/03/2025
A. Net Cash from / (used in) Operating Activities	1,957.93	328.75
B. Net cash from / (used in) Investing Activities	28.99	-39.10
C. Net cash from / (used in) Financing Activities	3,981.21	-104.59
Net Increase / (Decrease) in Cash & Cash Equivalents (A+B+C)	5,968.12	185.06
Cash and Cash Equivalents at the beginning of the year	194.26	9.202
Cash and Cash Equivalents at the end of the period	6,162.38	194.26

KEY PERFORMANCE INDICATORS

Rs. In Lakhs



*All financial figures mentioned are audited in all the financials slide

INDUSTRY OVERVIEW – LOYALTY & REWARDS MANAGEMENT MARKET

The global loyalty management industry is witnessing strong growth driven by digital transformation, AI-led personalization, omnichannel engagement, and increasing enterprise focus on customer retention and customer lifetime value.

Market Size & Growth Opportunity

Global Loyalty Management Market

- **USD 15 Billion** Market Size
- **10%–15%** CAGR Growth
- Strong growth driven by AI-powered engagement, digital payments, and loyalty ecosystem expansion.

Market Opportunity

Metric	Suggested Figure
TAM (Total Addressable Market)	\$15 Billion
SAM (Serviceable Available Market)	\$4–5 Billion
SOM (Serviceable Obtainable Market)	\$50–100 Million

Source: Grand View Research

Opportunity Outlook

The loyalty industry continues to evolve from traditional rewards programs into AI-driven engagement ecosystems focused on personalization, gamification, and omnichannel customer experiences.

SECTORS COMMANDING THE HIGHEST GROWTH

BFSI (Banking, Financial Services & Insurance) – 30%

Largest contributor to the loyalty industry due to:

- Credit card rewards
- Cashback ecosystems
- Merchant-funded offers
- Digital banking engagement
- Payment-linked rewards

Retail & E-commerce – 25%

Strong adoption driven by:

- Repeat purchase behavior
- Omnichannel commerce
- Membership ecosystems
- Personalized rewards

Travel & Hospitality – 15%

Growth driven by:

- Airline and hotel loyalty programs
- Premium memberships
- Experience-led engagement

Telecom – 10%

Increasing investment in subscriber retention and app-led loyalty engagement.

QSR & Food Delivery – 8%

Rapid growth through gamification, subscription models, and instant rewards.

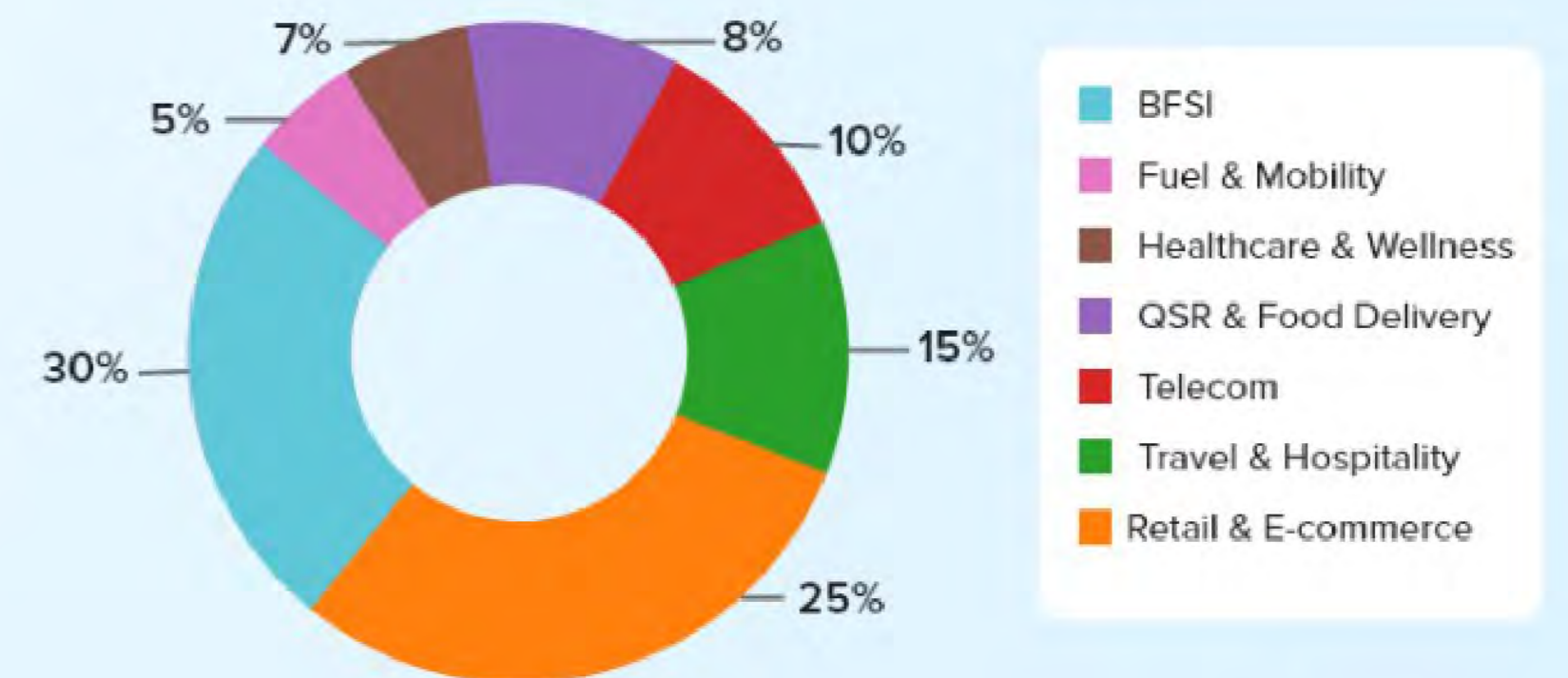
Fuel & Mobility – 5%

Driven by fleet rewards, mobility ecosystems, and recurring transaction engagement.

Healthcare & Wellness – 7%

Emerging high-growth category focused on patient engagement and wellness rewards.

Global Loyalty Industry Share by Sector



GROWTH STRATEGY

Strategic Priorities for Next 2–3 Years



International Expansion

Focus on emerging global markets and banking opportunities.



AI-Powered Loyalty Innovation

Enhancing predictive engagement and personalization capabilities.



Enterprise Client Acquisition

Expanding presence across large enterprise and banking sectors.



Ecosystem Expansion

Strengthening merchant, rewards, and partner network.



SaaS Growth Acceleration

Scaling cloud-based loyalty deployments for faster market adoption.

Thank you

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