

Prithvi Exchange (India) Limited



August 27, 2026

To,
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001
Scrip code: 531688

Dear Sir/Ma'am,

Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").

Subject: Press Release

With reference SEBI Listing Regulations, we wish to inform you that the Company, at its 31st Annual General Meeting held on Today, i.e., Thursday, August 27, 2026, launched two new initiatives, namely, its Mobile Application for customers and the Partner Hub Portal for its partners, aimed at enhancing customer experience and facilitating seamless engagement with its partners.

In continuation of the aforesaid launch, please find enclosed herewith a copy of the Press Release issued by the Company in relation to the launch of the said initiatives, for your information and reference.

This is for your information and records.

Thanking you.
Yours faithfully,
For **Prithvi Exchange (India) Limited**

Harsh Shantilal
Company Secretary & Compliance Officer
ACS: 75415

Foreign Currencies | Forex Cards | Remittances Abroad

Gee Gee Universal, 2nd Floor, Door No. 2, Mc. Nichols Road, Chetpet, Chennai - 600 031, Tamil Nadu.
E-Mail : info@prithvifx.com | www.prithvifx.com | Tel : 044 - 43434250 | CIN : L30006TN1995PLC031931





BSE: 533168 | SECTOR: Financial services (Foreign exchange)

Press Release | Launch of Mobile Application and Partner's Hub Portal

Chennai, August 27, 2026: Prithvi Exchange (India) Limited, one of the vibrant and trusted brands widely recognised in the field of Foreign Exchange, launched mobile application for its customers and Partner's Hub Portal for its partners.

Prithvi FX - Mobile App

Prithvi is officially launching its next-generation Forex Card mobile application, giving international travellers seamless, secure control over their multi-currency spending from a single interface.

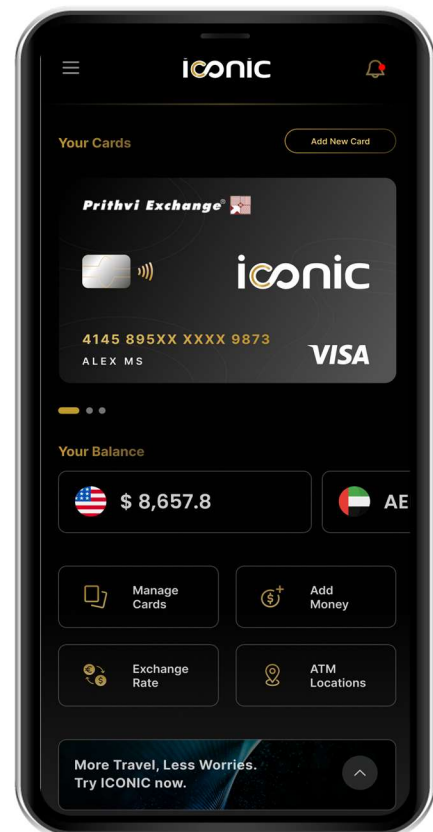
Engineered for effortless global mobility, the app combines robust security with real-time financial tracking:

- **UI/UX :** Built with a world-class UI and a minimalist, intuitive UX designed to make international travel effortless
- **Biometric Authentication:** Fast, secure access using Face ID and fingerprint recognition.
- **Complete Card Management:** Instantly freeze/unfreeze cards, manage payment channel (Online, POS, ATM & Tap & Pay) and customize transaction limits on the go.
- **Real-Time Currency Balances:** Check up-to-the-minute balances across multiple foreign currencies in one dashboard.
- **Live Expense Tracking:** Monitor real-time transaction updates and instant spending notifications abroad.
- **Exclusive Privileges & Offers:** Access curated global discounts, retail perks, and travel rewards
- **Customer Support:** Chat with an forex expert 24x7 on WhatsApp & Toll-free number

The app delivers complete transparency and peace of mind for leisure and business travellers worldwide.

It is available on both iOS Appstore and Google Playstore

Pre-Registration is open now, go ahead & signup!!



Mr. Pavan Kumar Kavadi, Managing Director said:

This marks a landmark moment in the history of prithvi exchange with our 1st Mobile app in expanding our digital footprints & giving a rich & intuitive experience to our customers who love to carry their financial wallet worldwide. This isn't just another financial app; it is your ultimate travel companion, designed to make every global journey seamless, transparent, and completely worry-free.

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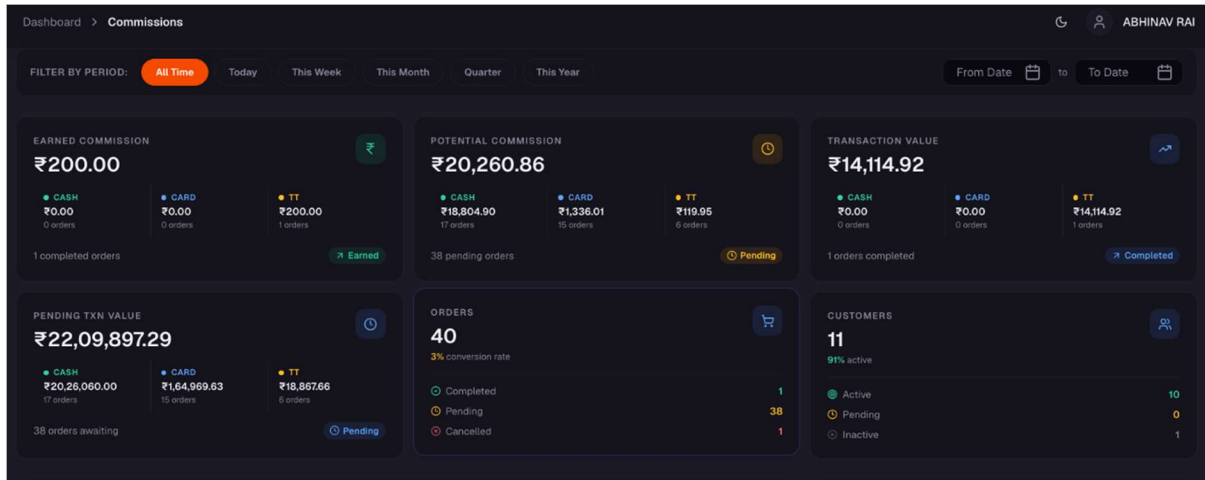
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Partner Hub

Prithvi today announced the official rollout of its next-generation Partner Hub, a purpose-built B2B2C platform designed to empower channel partners, travel agents, affiliates, Solopreneurs & Students with complete control over their foreign exchange operations. Built to eliminate operational friction and manual workflows, the Hub delivers a unified, enterprise-grade digital ecosystem for seamless forex distribution.



The Partner Hub transforms how businesses scale their cross-border financial services by putting high-speed execution, transparency, and administrative control into a single interface:

- **Instant Digital Onboarding:** Accelerate time-to-market with frictionless, end-to-end digital partner registration
- **One-Click Verification:** Seamlessly validate business entities and identity credentials through automated compliance checks
- **Granular Markup Fee Control:** Dynamically customize, configure, and manage commercial markup structures across products
- **Multi-Product Booking Engine:** Book currency notes, multi-currency forex cards, and outward remittances in just a few clicks for your customers
- **Real-Time Order Tracking:** Gain complete visibility over order lifecycles, execution timelines, and fulfillment statuses via an intuitive partner dashboard.
- **Live Commission & Reconciliation:** Track earnings in real time with automated commission tracking and transparent financial reconciliation.
- **Frictionless Customer Management:** Streamline repeat business with centralized customer records, eliminating redundant KYC requests for returning travellers.
- **Enterprise Role-Based Access:** Configure branch-level hierarchies and customized access controls across distributed partner teams and staff.

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Prithvi Exchange (India) Limited



Mr. Pavan Kumar Kavadi, Managing Director said:

Empowering ambitions has always been our core mission, and today I am thrilled to introduce our Partner Hub.

This platform isn't just a forex tool—it is a launchpad for anyone to become an entrepreneur. Whether you are an established travel agent, an affiliate, a freelancer looking for new income streams, an ambitious student, or a homemaker ready to build your own business, Partner Hub gives you the power to start and scale on your own terms.

By eliminating tedious paperwork, redundant KYC steps, and operational bottlenecks, we provide you with enterprise-grade technology to book forex, track live earnings, and serve customers seamlessly. The Partner Hub enables you to unlock financial independence, boost your income, and build a thriving enterprise from anywhere.

About Prithvi Exchange (India) Limited

Prithvi Exchange (India) Ltd is a Reserve Bank of India (RBI) licensed, Authorized Dealer Category II. Over the last 31 years, Prithvi Exchange has emerged as a vibrant and trusted brand and that is widely recognized in the field of Foreign Exchange.

Prithvi Exchange's geographic footprint is strategically placed in 25 key cities with 38 branches across India. Plans are afloat to expand its network to other cities and foreign countries as well shortly. With an experienced team of industry stalwarts and backed by cutting edge technological platform, we take pride in extending superior experience to Leisure and Business Travelers, Students and others travelling overseas for their foreign exchange requirements.

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