Date: November 24, 2026

Ref: NLL/BSE/2026-27/005

To,
The Manager – Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai – 400 001

Scrip Code: 544735

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Two Loyalty Programs Implemented and Managed by Novus Loyalty Limited Win at the Elets BFSI AI 50 Summit & Awards 2026

Dear Sir/Madam,

We are pleased to inform you that two banking loyalty programs designed, implemented and managed by Novus Loyalty Limited ("the Company") have been honoured at the **Elets BFSI AI 50 Summit & Awards 2026**, held **at Sofitel Mumbai BKC**. The awards were presented by Elets Technomedia, with The Banking and Finance Post as Knowledge Partner, and the award certificates expressly credit the Company as the implementation and management partner for both programs.

Details of the Awards

S. No.	Award Category	Recipient	Program	Role of Novus Loyalty
1	**Best AI-Led Banking Loyalty Program**	Central Bank of India	CENT Rewardz	Implemented & Managed by **Novus Loyalty Limited**
2	**Most Admired Loyalty Program**	IDBI Bank	Deals n Delight	Implemented & Managed by **Novus Loyalty Limited**

- **Event:** Elets BFSI AI 50 Summit & Awards 2026 (Elets' 76th in-person event)
- **Date and venue:** November 20, 2026, Sofitel Mumbai BKC, Mumbai

Central Bank of India has publicly acknowledged the win, stating that CENT Rewardz was "developed in close collaboration with Novus Loyalty Limited" and that it "demonstrates how thoughtful technology integration can create meaningful value for our customers and set new benchmarks in the banking and financial services sector."

Significance for the Company

Winning in two categories at a single national BFSI forum, for two separate public sector banking clients, is a strong external validation of the Company's AI-led loyalty platform and its delivery capability. The recognitions:

- Affirm the Company's leadership in AI-driven loyalty and customer engagement solutions for the Indian banking sector
- Demonstrate the scalability of the Company's platform across large banks with diverse customer bases
- Strengthen the Company's credentials and visibility with existing and prospective BFSI clients

The Board and management congratulate Central Bank of India and IDBI Bank and thank them for their continued partnership and trust in the Company.

The above information is also being made available on the Company's website at **https://www.novus-loyalty.com.**

We request you to kindly take the above on record.

Thanking you,

Yours faithfully,

For **NOVUS LOYALTY LIMITED**
(Formerly known as Novus Loyalty Private Limited)

Aditi Pardal

Digitally signed by Aditi Pardal
Date: 2026.11.24 10:40:43 +05'30'

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Name: Aditi Pardal
Designation: Company Secretary & Compliance Officer
Mem. No.: 33216