ERAAYA
Lifespaces Limited

ERAAYA LIFESPACES LIMITED
(formerly Justride Enterprises Limited)
A BSE Listed Company

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Listing Compliance Department

Date: 10.02.2025

BSE Limited
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Ref Scrip Code: 531035_(ISIN: INE432F01032)

Sub: Media Release:
Ebix Becomes Associate Sponsor of Delhi Capitals for Men's and Women's teams for 2025 T20 Cricket Series

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled **"Ebix Becomes Associate Sponsor of Delhi Capitals for Men's and Women's teams for 2025 T20 Cricket Series."**

We request you to kindly take the above information on record and oblige.

Thanking You,

For Eraaya Lifespaces Limited
(formerly Justride Enterprises Limited)

VASUDHA AGGARWAL
Digitally signed by VASUDHA AGGARWAL

Vasudha Aggarwal
(Company Secretary and Compliance Officer)

Ebix Becomes Associate Sponsor of Delhi Capitals for Men's and Women's teams for 2025 T20 Cricket Series

New Delhi, February 10, 2025: Eraaya Lifespaces Limited is pleased to announce that its Indian subsidiary, **Ebix Travels Private Ltd.**, has entered into a strategic partnership with **Delhi Capitals as an Associate Sponsor** for the upcoming **2025 T20 cricketing season**, covering both the men's and women's teams. This collaboration marks a significant milestone in the Indian T20 cricketing landscape, with **Ebix joining forces with one of the most exciting teams in the league**.

As a leading **technology and financial exchange company**, Ebix's association with **Delhi Capitals** is expected to bring a new level of excitement and energy to the tournament. The sponsorship agreement, signed by **Ebix Travels Pvt. Ltd.**, ensures **extensive brand visibility and engagement opportunities** throughout the season.

Under this partnership will see Ebix's branding featured prominently on its marketing materials, giving the company a huge platform to reach a vast audience. With India's premier T20 competition being one of the most-watched sporting events in the world, this partnership is a great opportunity for Ebix to increase its brand visibility and reach a wider demographic audience.

It's worth noting that Ebix has been associated with Delhi Capitals in the past, having joined as a principal sponsor in 2019. The company's continued partnership with the team is a testament to the success of their previous collaboration and the value that Ebix sees in being associated with the Delhi Capitals brand.

Strategic Benefits for Ebix and Eraaya Lifespaces:
This sponsorship presents multiple strategic advantages that align with Ebix's long-term growth objectives. The T20 Cricket series played between Delhi Capitals and other leading teams, is one of the most-watched sporting events globally, attracting viewership from India and key international markets. This high brand exposure will enhance Ebix's visibility, helping it connect with millions of potential customers across various demographics.

Additionally, cricket holds a strong emotional and cultural appeal in India, making sports sponsorships an effective brand engagement tool. By associating with Delhi Capitals, one of the most dynamic and competitive teams in the T20 Cricket series, Ebix can strengthen its credibility and build stronger customer trust. This move will not only reinforce Ebix's brand recall but also create deeper consumer engagement, making it a preferred choice in the digital payments, financial services, and technology sectors.

The partnership will also support Ebix's business expansion by leveraging the widespread influence of the T20 Cricket series. Growing adoption of digital transactions, fintech solutions, and financial services in India makes the T20 Cricket series an ideal platform to drive product awareness and market penetration. Ebix can utilize the T20 Cricket series' broad reach to promote its services, including remittances, prepaid cards, travel solutions, payment processing, and financial exchanges, among both retail and corporate customers.

Furthermore, this sponsorship partnership provides a competitive advantage by differentiating Ebix Travels from other travel technology players in the market. Aligning with a high-profile sports team ensures top-of-mind recall, influencing consumer preference and positioning the company as an industry leader in the fintech space.

This partnership is also expected to deliver long-term business growth, as brand associations with T20 Cricket series teams often lead to increased customer acquisition, higher transaction volumes, and greater business expansion opportunities. By leveraging the popularity of Delhi Capitals, EbixCash can drive greater engagement, increased adoption of its digital financial solutions, and enhanced brand loyalty.

About Ebix Travels Pvt. Ltd. (Travel Subsidiary of EbixCash Ltd.):

Ebix Travels Pvt. Ltd. (ETPL) is a prominent provider of innovative travel and transport solutions, offering a broad spectrum of services across several key business areas. These include corporate travel, luxury train operations (Deccan Odyssey and Palace on Wheels), MICE (Meetings, Incentives, Conferences, and Exhibitions), Online Travel agency services, Swiss Travel, e-ticketing for government bus transport, etc. The vertical uses cutting-edge technology to deliver seamless, scalable, and user-friendly solutions that cater to the diverse needs of clients and partners. Among its standout offerings is Mercury, which focuses on corporate travel, MICE, and luxury train experiences, alongside premium Swiss travel services targeted at luxury/premium clients. ETPL has built a strong reputation and brand in these segments, positioning itself as a preferred partner for both corporate clients and high-end travellers seeking bespoke experiences.

About EbixCash:

With a "Phygital" strategy that combines over 650,000 physical agent distribution outlets across India and Southeast Asia (as of December 31, 2021) with an omni-channel online digital platform, the company's financial exchange portfolio of software and services encompasses domestic and international money remittance, foreign exchange (Forex), prepaid gift cards, utility payments, travel services, and technologies for insurance, bus information systems, lending, and wealth management across more than 75 countries, including India. EbixCash has forex operations at approximately 16 international airports, including Delhi, Mumbai, Hyderabad, Chennai, and Kolkata. EbixCash is a leader in the international remittance business based on gross transactional value. Through its travel portfolio (Via.com and EbixCash.com), it is one of the leading travel exchanges based in India, catering to Southeast Asian markets, with over 517,000 agents and approximately 17,900 registered corporate clients. EbixCash's financial technologies business offers software solutions to clients in wealth management, asset and lending management, insurance, and bus information systems. EbixCash's business process outsourcing services provide IT and call center services to various industries. For more information, visit the company's website at www.ebixcash.com.

About Ebix Group:
EBIX Inc. is a leading international supplier of On-Demand Software and E-commerce services to the insurance, financial and healthcare industries, EBIX Inc., (NASDAQ: EBIXQ) provides end-to-end solutions ranging from infrastructure exchanges, carrier systems, agency systems and risk compliance solutions to custom software development for all entities involved in the insurance industry.

The "Phygital" strategy at EBIX combines 320,000 physical distribution outlets in many Southeast Asian Nations ("ASEAN") countries, to an Omni-channel online digital platform, the Company's EbixCash Financial exchange portfolio includes domestic & international money remittance, foreign exchange (Forex), travel, pre-paid & gift cards, utility payments, lending, wealth management etc. in India and other markets.

EbixCash's Forex operations have emerged as a leader in India's airport Foreign Exchange business with operations in 32 international airports including Delhi, Mumbai, Bangalore, Hyderabad, Chennai and Kolkata, conducting over $4.8 billion in gross transaction value per year. EbixCash's inward remittance business in India conducts approx. $5 billion gross annual remittance business, confirming its undisputed leadership position in India. EbixCash, through its travel portfolio of Via and Mercury, is one of Southeast Asia's leading travel exchanges, with over 500,000 agents and approximately 18,000 registered corporate clients, combined having processed an estimated $2.5 billion in GMV p.a.

With 50+ offices across Australia, Brazil, Canada, India, New Zealand, Singapore, the US and the UK, Ebix powers multiple exchanges across the world in the field of life, finance, health and property & casualty insurance while conducting in excess of $100 billion in insurance premiums annually on its platforms. Through its various SaaS-based software platforms, Ebix employs thousands of professionals from the Insurance and Financial Technology fields to provide products, support and consultancy to thousands of customers across six continents.

About Eraaya Lifespaces Limited:
Elevating Experiences, Embracing Heritage. Eraaya Lifespaces is conventionally a premier lifestyle and hospitality company dedicated to curating unforgettable experiences worldwide. Rooted in a passion for excellence, we blend luxury, comfort, and style to create immersive environments that transcend mere existence. Our portfolio celebrates India's rich culture and heritage, offering unique escapes in iconic destinations. Whether it's crafting flawless events or producing innovative content, Eraaya Lifespaces is committed to exceeding expectations and creating memories that last a lifetime. Welcome to Eraaya, where luxury and heritage converge in perfect harmony.

While Eraaya stands as a beacon of innovation and excellence in its current domain, with a solid foundation built on determination, guided by a clear vision, informed strategy, and unwavering commitment to excellence, the company has garnered recognition in the industry.

Eraaya is seeking to thrive, expanding beyond its current scope as a strategic option embracing new business fields presents a promising avenue for growth, diversification, and sustained relevance in an ever-evolving market. Eraaya has set its sight on exploring new business fields, driven by a vision to expand its horizons and unlock fresh opportunities via mergers and acquisitions of a varied bunch of businesses.

In its quest to expand, Eraaya recently acquired Ebix Inc. USA and its global subsidiaries, the acquisition was concluded following a successful bid in June 2024, witnessed Eraaya emerging as the top bidder in the auction managed by the U.S. Bankruptcy Court. The acquisition encompasses full ownership of Ebix Inc. and its global subsidiaries, integrating all associated assets and liabilities at an enterprise value commensurating USD 361 Million (~Rs 3009 Crores appx.) with a net cash pay-out of USD 151.577 Million (INR 1274 Crores appx.).

Eraaya Lifespaces embarks on this transformative journey of expansion into new business fields, Eraaya is poised to carve a new path of success, driving innovation, and creating value for stakeholders while shaping the future of business in dynamic and unprecedented and unforeseen ways.

BSE Symbol: ERAAYA | 531035 ISIN: INE432F01032

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