ERAAYA
Lifespaces Limited

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

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Date: 19.06.2025

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Sub: **Media Release:**

"Ebix Travels Via.com, Subsidiary of Eraaya Lifespaces, Expands Nationwide Business Associate Centre Network; Targets 100 Centres by FY 2025–26 to Empower B2B Travel Growth."

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 Travels Via.com, Subsidiary of Eraaya Lifespaces, Expands Nationwide Business Associate Centre Network; Targets 100 Centres by FY 2025–26 to Empower B2B Travel Growth".**

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

Thanking You.

for **ERAAYA LIFESCAPES LIMITED**
(formerly Justride Enterprises Limited)

Digitally signed by
VASUDHA AGGARWAL

Vasudha Aggarwal
(Company Secretary)

Ebix Travels Via.com, Subsidiary of Eraaya Lifespaces, Expands Nationwide Business Associate Centre Network; Targets 100 Centres by FY 2025–26 to Empower B2B Travel Growth

19 June 2025, New Delhi: Eraaya Lifespaces Limited is pleased to announce that its subsidiary, **Ebix Travels Private Limited (Via.com)** — a leading travel technology platform — has achieved a major milestone with the success of its **Business Associate Centre (BAC) initiative**, a disruptive and inclusive business model that is reshaping India's B2B travel ecosystem.

Launched in 2024, the BAC initiative has already resulted in the successful establishment of **20+ Business Associate Centres** across India, with an ambitious expansion plan in place to scale up to **100 centres by the end of FY 2025–26**. This strategic initiative aims to **democratize travel business opportunities** by bridging the gap between global travel suppliers and last-mile agents — empowering local entrepreneurs and delivering premium travel services in underserved regions.

A Revolutionary Approach to Travel Distribution

The BAC model is designed to address long-standing barriers faced by small and mid-sized travel agents in India, such as limited access to international inventory, modern travel technology, and operational infrastructure. By integrating local agents into Via.com's extensive platform, the BAC network provides a **gateway to global markets**, ensuring inclusive growth, economic empowerment, and service excellence.

Each BAC serves as a **local innovation hub**, enabling agents to operate with the sophistication and reach of large travel operators. These centres act as comprehensive support units providing technology access, marketing tools, training, and operational and financial assistance.

Naveen Kundu, Managing Director of Ebix Travels Via.com, commented: *"The launch of our Business Associate Centres represents more than just geographical expansion – we are creating a nationwide network of innovation hubs that reflect our unwavering commitment to revolutionizing India's travel landscape. Each BAC embodies our core values: technological excellence, customer-centricity, and empowerment of local travel professionals. This initiative is our bold step towards building a more inclusive and accessible travel ecosystem that reaches every corner of our nation."*

A Strong and Expanding National Footprint

Via.com has strategically distributed its BACs across **Delhi, Punjab, Uttar Pradesh, Jammu & Kashmir, Rajasthan, Uttarakhand, Tripura, Jharkhand, West Bengal, Karnataka, Tamil Nadu, Madhya Pradesh**, and **Gujarat**, ensuring robust pan-India coverage across both mature and emerging markets.

Two additional BACs are slated for **launch in Himachal Pradesh during June 2025**, reinforcing the company's presence in Northern India and underlining its aggressive growth momentum.

Comprehensive Partner Support Ecosystem

The BAC initiative distinguishes itself by offering a **360-degree support framework** to all its business associates, by way of:

Technology & Product access, Capacity Building, Marketing & Branding support, Operational Excellence, Financial Empowerment, and Sales Enhancement.

Tangible Impact and Measurable Benefits

The rollout of BACs has already yielded significant results across multiple dimensions viz. Enhanced Market Penetration, Agent Network Expansion, Economic Upliftment, Improved Customer Service etc.

Strategic Vision and National Ambition

Via.com's roadmap for FY 2025–26 emphasizes **rapid and responsible scale-up**:

- **Network Expansion:** Growing the BAC network five-fold to reach 100 centres
- **Geographic Diversification:** Entering currently unrepresented zones for full national coverage
- **Service Depth:** Increasing penetration in key urban markets while sustaining focus on Tier II and Tier III cities
- **Long-Term Goal:** Establishing a BAC in every major Indian city to build the most accessible travel distribution network in the country

Leadership in Innovation and Inclusion

The BAC initiative solidifies Ebix Travels Via.com's position as a forward-thinking travel technology leader. It also exemplifies the company's commitment to creating **inclusive, tech-driven business models** that enable smaller players to thrive. Rather than competing with agents, Via.com's BAC model **empowers them** through partnership, training, and shared growth.

By focusing on partnership rather than direct competition, the company has fostered a sustainable ecosystem that thrives with each new addition.

Key impact areas addressed by the initiative include:

- **Technology Access:** Equipping agents with tools and systems typically reserved for large operators
- **Market Reach:** Delivering global products through trusted local relationships
- **Skill Development:** Training and upskilling of grassroots entrepreneurs

- **Financial Inclusion:** Providing consistent and reliable income through transparent systems.

Looking Ahead

With India's travel industry poised for continued expansion, the BAC network offers Via.com a scalable, flexible, and impactful growth model. As the company progresses toward its 100-centre goal, it remains steadfast in its mission to support local entrepreneurs, elevate travel standards, and foster innovation across the country.

This initiative not only enhances the operational capabilities of **Ebix Travels Pvt. Ltd.**, but also reflects **Eraaya Lifespaces Limited's strategic commitment** to transformative, inclusive, and technology-led business expansion.

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, and e-ticketing for government bus transport, among others. 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 Ebix Technologies Limited (Formerly EbixCash Ltd.):

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. Ebix Technology (EbixCash) has forex operations at approximately 16 international airports, including Delhi, Mumbai, Hyderabad, Chennai, and Kolkata. Ebix Technology (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. Ebix Technology's (EbixCash) financial technologies business offers software solutions to clients in wealth management, asset and lending management, insurance, and bus information systems. Ebix Technology's business process outsourcing services provide IT and call centre services to various industries. For more information, visit the company's website at www.ebixcash.com

About Eraaya Lifespaces Limited:

Eraaya Lifespaces is a cutting-edge lifestyle and hospitality company, blending luxury, innovation, and technology to create immersive experiences worldwide. We curate unique environments that celebrate India's culture, offering transformative escapes in iconic destinations. Through tech-driven solutions and creative content, Eraaya redefines luxury living, exceeding expectations at every touch point.

Driven by a spirit of innovation and excellence, Eraaya is expanding beyond traditional offerings to embrace new growth avenues. A key milestone in this journey is the strategic acquisition of Ebix Inc. USA and its global subsidiaries.

Ebix, Inc. A global leader in software and e-commerce solutions, operates across six continents, serving industries like insurance, financial services, travel, healthcare, and e-learning. Its expertise spans advanced insurance and reinsurance exchanges, SaaS solutions for CRM, front-end and back-end systems, outsourced administration, and risk compliance.

With this acquisition, Eraaya is poised to drive transformative innovation, create lasting stakeholder value, and shape the future of business in dynamic, globally interconnected ways.

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