

Media Release

## CMS Info Systems announces new brand positioning **‘Unified Platform. Limitless Possibilities.’**

New identity reflects tech-led business transformation, underpinning its next phase of growth

**Mumbai, 21<sup>st</sup> July 2025:** CMS Info Systems Limited (CMS), India’s leading business services company offering logistics and technology solutions & services, has evolved from a pure-play cash logistics company into a broader business services institution. It is the only global company to have expanded to an integrated end-to-end platform that combines its extensive nationwide network, technology-driven solutions, and deep domain expertise.

The company’s new brand promise, **“Unified Platform. Limitless Possibilities,”** reflects this shift from a facilitator of commerce to an enabler of innovation and transformation. India’s banking and retail sectors are key drivers of economic growth, but face challenges in managing payments, automation, and working capital efficiently. CMS addresses these needs by delivering operational excellence through its platform, combining an extensive nationwide network, technology-driven innovation, and deep domain expertise.

**Rajiv Kaul, Exec Vice Chairman & CEO, CMS Info Systems, commented,** “With Managed Services & Technology Solutions now contributing 40% of our overall revenue, it was imperative to review our brand and positioning. We retained the CMS brand name due to its strong recognition, trust, and respect amongst our customers. However, we have redefined our brand promise to **‘Unified Platform. Limitless Possibilities.’** It is bold, forward-looking, and highlights how the CMS platform enables our customers for growth.”

The refreshed website [cms.com](https://cms.com) showcases numerous examples of how CMS’s solutions and services have enhanced operational efficiency and transformed business outcomes for its customers. It highlights its commitment to delivering scalable, innovative, and customer-focused solutions that drive value.

### ***New logo of CMS Info Systems:***



### **About CMS Info Systems Limited (CMSINFO):**

CMS Info Systems Limited (BSE: CMSINFO | 543441, NSE: CMSINFO) is India’s leading business services company providing logistics and technology solutions to banks, financial institutions, organized retail, and e-commerce companies with a presence across Cash Logistics, Managed Services, and Technology Solutions.

CMS empowers businesses with a scalable, unified platform that delivers innovative, technology-driven solutions & services, enabling them to accelerate growth, expand their reach, and serve millions of consumers.

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