

CMSINFO/2507/004

July 21, 2025

To,

BSE Limited

Listing Department,
1st Floor, PJ Towers,
Dalal Street,
Fort, Mumbai – 400 001

National Stock Exchange of India Limited

Listing Department,
Exchange Plaza, C-1, Block-G,
Bandra Kurla Complex, Bandra(East),
Mumbai – 400 051

Scrip Code: 543441

Symbol: CMSINFO

Subject: Intimation of Media Release pursuant to Regulation 30 of SEBI (Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III to the of SEBI Listing Regulations, please find enclosed herewith a Media Release being issued by the Company titled "CMS Info Systems announces new brand positioning 'Unified Platform. Limitless Possibilities.', which is self explanatory.

The Media Release is also being uploaded on the Company's website at www.cms.com.

You are requested to kindly take the same on your record.

Thanking You,

For CMS Info Systems Limited

Debashis Dey
Company Secretary & Compliance Officer

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, 21st 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 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.

Regd. Office: T-151, 5th Floor, Tower No. 10, Sector-11, Railway Station Complex, CBD Belapur, Navi Mumbai-400 614

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