



Date: December 9, 2025

To,

BSE Limited,
20th Floor, P.J. Towers,
Dalal Street,
Mumbai - 400001.
BSE Scrip Code: **544606**

National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051
NSE Scrip Symbol: **PINELABS**

Sub: Press Release on Setu launches India's first Agentic Bill Payments Experience on ChatGPT and Claude

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith press release on Setu's launch of India's first Agentic Bill Payments Experience on ChatGPT and Claude dated December 9, 2025 made by BrokenTusk Technologies Private Limited, Wholly-Owned Subsidiary of Pine Labs Limited ("Company").

The above information is also be available on the website of the Company at <https://www.pinelabs.com/media-analyst/setu-launches-indias-first-agentic-bill-payments-experience-on-chatgpt-and-claude>.

We request you to kindly take the above on record.

Thanking you,

For Pine Labs Limited

Neerav Mehta

Company Secretary and Compliance Officer
Membership Number: A20949

Encl. a/a



Setu launches India's first Agentic Bill Payments Experience on ChatGPT and Claude

Bengaluru, December 9, 2025 – Setu by Pine Labs, today announced the launch of India's first agentic bill-payments experience, designed to address two major challenges in bill payments: the fear of incorrect charges and the stress of missing due dates.

While paying a bill takes minutes—keeping track of them takes hours. Most consumers in India spend a considerable amount of time tracking, checking, and paying their bills. Setu's new agentic assistant handles this for the consumer by fetching every bill, identifying anomalies by comparing them with past patterns, and ensuring timely payments each month.

Commenting on the launch, **B Amrish Rau, CEO, Pine Labs**, said "India's digital public infrastructure has transformed how we pay, but the work behind monthly bills has remained manual. This agentic experience brings automation and trust together, giving people a smarter, safer way to handle their bills."

The bill-payment agent operates on simple rules defined by the consumer, ensuring it never initiates an incorrect payment or exceeds preset limits.

Here's what the agent does:

- Fetches all bills in real-time
- Checks bills for unusual charges
- Pays safely using pre-blocked funds
- Follows the limits and approvals you set
- Tracks spending patterns and shares helpful insights

The experience is designed to be safe and entirely under the consumer's control. It brings a future-ready way of handling bills into the present, with the agent managing routine tasks while the consumer sets the boundaries within which it operates, significantly reducing the time and stress associated with monthly bill management.

Now accessible on Anthropic's Claude and OpenAI's ChatGPT, the experience will roll out to additional AI platforms in a phased expansion.

For more details and demo video, please visit: <https://blog.setu.co/articles/indias-first-agentic-bill-payment-experience>

About Setu

Through the API-enabled technology platform Setu, a brand of BrokenTusk Technologies Private Limited which is a wholly owned subsidiary of Pine Labs Limited, we offer digital public infrastructure solutions across payments, data and insights. Financial institutions use our technology to manage the life cycle of a consumer, including on-boarding, underwriting, collections, and engagement. Setu enables



onboarding of consumers via eKYC and online contract execution. Setu's account aggregator solution offers powerful insights into consumers' financial behaviour from various data sources for better underwriting and collections. Setu's secure UPI product suite allows financial institutions to conveniently accept UPI payments in their own apps, through payments links or QR codes. Further, financial institutions and billers integrate with our platform to enable collection of utility payments, loan payments, insurance payments and recurring payments.