Exato Technologies Limited

(Formerly Known as Exato Technologies Private Limited)

September 4, 2026

To,

The Manager
Department of Corporate Services
BSE Limited
Floor 25, P. J. Towers,
Dalal Street,
Mumbai – 400 001.

Sub: Submission of Advertorial in Business Standard dated September 4, 2026

Ref.: Exato Technologies Limited (Scrip Code: 544626)

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Advertorial published in "Business Standard" (English Edition) dated September 04, 2026.

A copy of the same will also be uploaded on the Company's website.

We request you to take the above information on your records.

Thanking you,

for Exato Technologies Limited

GEETA JAIN Digitally signed by GEETA JAIN Date: 2026.09.04 18:46:09 +05'30'

Geeta Jain
Company Secretary & Compliance Officer
M. No.: A13938

Place: Noida

Encl.: As above

INDIA'S SME GROWTH STORY BY EquiBridgeX Advisors Pvt Ltd BS BRAND CONNECT

Exato.ai

EXATO TECHNOLOGIES LIMITED

The Customer Transformation Partner - Intelligence in Every Interaction

Exato Technologies Limited — an AI-first enterprise technology company serving more than 150 enterprise clients across over 10 countries

"The global AI-as-a-Service market, estimated at approximately USD 28.81 billion in 2026, is projected to reach USD 240.48 billion by 2034 at a CAGR of over 30%, while India's own AIaaS market is expected to grow from USD 9.2 billion in 2025 to USD 43.7 billion by 2031. Against this backdrop, Exato Technologies Limited, a Noida-headquartered AI-first enterprise technology company that serves more than 150 enterprise clients across over 10 countries — including 9 of the 10 leading Indian banks — has spent close to a decade building an integrated Customer Experience and Artificial Intelligence stack, culminating in its December 2025 with bumper listing on the BSE SME platform. We had the opportunity to speak with the Promoter of Exato about the Company's journey and its plans for the road ahead."

Mr. Appuorv K Sinha
Promoter,
Chairman & Managing Director,
Exato Technologies Limited

Appuorv K. Sinha is the Promoter, Chairman and Managing Director of Exato Technologies Limited, which was incorporated in 2016. His experience spans enterprise customer experience, contact-centre technology and digital transformation across both Indian and international markets, giving him a working view of global platform standards alongside the realities of enterprise delivery. As Promoter, he is responsible for setting the strategic direction of the organisation and has been instrumental in building a leadership bench across technology, Artificial Intelligence, global revenue, finance and people functions — and in guiding Exato's transition from a AI led CX implementation partner into an AI transformation partner across global markets including the United States, Singapore, Australia and India.

Looking ahead, we remain sharply focused on deepening our leadership in Artificial Intelligence, Customer Experience and AI Infrastructure; scaling our international operations across the US, UK, Singapore and Australia; accelerating our IP-led revenue through our proprietary platforms; and building a high-performance, sales-oriented organisation. We will continue to pursue this growth responsibly, guided by sound governance and a steadfast commitment to creating long-term value for all our stakeholders.

To become a strategic innovation and transformation partner — combining domain expertise, AI-led platforms, intelligent automation and deep client partnerships to create enduring value and build a high-growth, sustainable $250 million global enterprise.

The Business

Exato is an *AI-led Customer Transformation Partner, integrating Artificial Intelligence, Cloud Computing and Omnichannel Communications across four key areas — **AI CX, Enterprise AI & Employee Experience, AI ERP, and AI Infrastructure with Unified Communications. Its proprietary **ExatoIQ* suite supports intelligent automation, experience optimisation, campaign management and real-time performance intelligence, while Recently Launched *ExaFone* platform is expected to strengthen its IP-led growth.

Backed by *20+ years of enterprise CX experience, Exato serves **150+ enterprise clients across 10+ countries* and enables more than *1,50,000 agents* across industries including BFSI, ITeS/BPO, Healthcare, Telecom, Retail and Manufacturing. The Company also works with technology partners such as

NICE Mitel Acumatica HPE aws FORTINET amplifAI

While maintaining a **client retention rate of over 97%*.

Scope for Expansion

Between a proprietary platform portfolio moving toward commercialisation, an international business supported by newly established subsidiaries, and a domestic AI-adoption opportunity still in its early stages, the Promoter sees room to grow along three separate axes simultaneously — deeper into enterprise verticals such as Healthcare, BFSI and IT/ITeS/BPO; further into the United States, United Kingdom, Singapore and Australia through partner-led go-to-market initiatives and a global inside-sales engine now being built; and further up the value chain through IP monetisation and knowledge-hub positioning. The Acumatica partnership adds a fourth: an opportunity to enter the global ERP solutions market, particularly across the US and APAC.

By revenue, BPO/ITES contributed 53.78% during FY2025-26, followed by IT/ITeS at 21.39%, BFSI at 15.46%, KPO/Healthcare at 4.61% and other sectors at 4.76%. By solution type, software licences constituted 76.37% of revenue, followed by Implementation & Consulting Services at 18.35%, Hardware Sales at 4.95% and Maintenance & Repair at 0.33% — a mix that reflects the Company's continued shift toward technology and platform-led offerings.

A Journey from Vision to Global Presence

- **2016** - Started as **Analytics Company**, bagged 10Cr Order in first year itself for Video Analytics from Mahindra defence for Rajasthan Safe City.
- **2018** - Converted to **Exato Technologies Private Limited** to expand operations and onboard strategic clients.
- **2019–20** - Established key delivery partnerships in **AI, CX, and Cloud domains.** Expanded development center in Delhi.
- **2021** - Launched **ExatoIQ**, the in-house AI & analytics platform. Strengthened presence in enterprise automation and digital transformation.
- **2022** - **Expanded globally with subsidiaries Exato.ai** Inc. (USA) and Exato.ai Pte. Ltd. (Singapore) to strengthen international presence.
- **2023** - **Set up Exato.ai Pte. Ltd. (Singapore)** for APAC operations; expanded client base in BFSI and telecom sectors.
- **2024** - Incorporated **Exato Infotech Pvt. Ltd.** in India for telecom solutions; expanded global reach, increased recurring revenue, and grew AI-based offerings.
- **2025** - Successfully **listed** on the BSE SME platform in December 2025, raising **₹37.45 crore** through a highly successful IPO. The issue was **oversubscribed 947x** and delivered a **90%** listing gain, underscoring strong investor confidence.
- **2026** - Expanded into **Australia** with a **Wholly Owned Subsidiary**, taking Exato's enterprise **IT services** presence deeper into the Asia-Pacific region.
- **2026 - Fifth Consecutive Platinum.** Recognised by NICE Ltd. as a Platinum Partner under the NICE 360 SUCCEED Global Program for the APAC region — a fifth consecutive year at the programme's highest tier.
- **FY2025-26 - New Headquarters.** Shifted operations to new office premises in Noida, aligned to expanding operations, growing team strength and future business requirements.

Industry Overview

The enterprise technology landscape is rapidly shifting from *Generative AI experimentation to production-scale deployment, driving demand for specialised partners capable of integrating AI into live customer-experience environments. Adoption is accelerating across BFSI, Healthcare, Retail and Telecom, with enterprises increasingly seeking **industry-specific AI solutions, omnichannel engagement and intelligent automation* across voice, chat, email, WhatsApp and social channels.

At the same time, India's *IT and Business Process Management sector* is transitioning towards higher-value digital transformation, AI, cloud, analytics and managed technology services. Exato is positioned to address this opportunity by combining *AI, data science, CX integration and technology partnerships* to help enterprises simplify fragmented technology environments and build scalable, unified and intelligent customer-engagement platforms.

Displacing Fragmented Legacy Estates

A significant part of Exato's pitch is substitution, not just new spend: every enterprise that moves from a stitched-together estate of legacy telephony, siloed analytics and single-channel contact-centre software to an integrated, AI-enabled stack is making a structural change in how it buys customer technology going forward. Migration to a cloud contact centre sized to peak demand, unifying voice, chat, email and WhatsApp into a single agent workspace with one customer view, is a decision an enterprise typically makes once a decade — and the vendor that leads it tends to remain the vendor of record for the analytics, automation and workforce layers that follow. With enterprise AI adoption still in its early innings across most Indian and international verticals, the Promoter sees that substitution curve, not simply new project volume, as the larger long-term opportunity.

Delivery Capacity & Engineering Investment

Exato operates a connected global engineering model spanning India — its global headquarters and engineering centre at Noida — together with the United States, Singapore and Australia, structured strategically as one engineering company rather than a collection of regional offices.

As at March 31, 2026, total AI Engineers strength crossed 100, apart from teams across technology, sales, consulting, operations and support functions. The Company's dedicated in-house data science team enables the integration of AI, automation and customer experience technologies, accelerating implementation timelines. Investment in the proprietary stack is visible on the balance sheet: intangible assets under development rose from ₹1,566.25 Lakhs to ₹2,840.00 Lakhs during the year that approx. 81% increase, reflecting continued development of ExatoIQ offering named ExaFone, UAM, CompliCall and the Company's CCaaS/CPaaS capabilities.

Customers & End Users

Exato's client base spans six enterprise segments, each addressed with sector-specific solutions:

Segment	Sector-specific solutions
BFSI	fraud prevention, hyper-personalised cross-sell and compliance analytics — including 9 of the 10 leading Indian banks.
Healthcare	AI-powered patient engagement, predictive outcomes and automated billing.
Telecom	churn prediction, workforce optimisation and omnichannel customer experience.
IT/ITeS & BPO/KPO	contact-centre modernisation, sentiment analysis and intraday workforce automation.
Manufacturing	supply chain optimisation and predictive SKU analytics.
Retail	demand forecasting and loyalty analytics.

Revenue by Industry Vertical

Industry Vertical	Revenue Contribution
BPO/ITES	53.78%
IT/ITES	21.39%
BFSI	15.46%
Others	4.76%
KPO/Healthcare	4.61%
Total	**100.00%**

Revenue by Solution Type

Solution Type	Revenue Contribution
Software Licences	76.37%
Implementation & Consulting	18.35%
Hardware Sales	4.95%
Maintenance & Repair	0.33%
Total	**100.00%**

International Business

Approximately 23.50% of FY2025-26 revenue was generated from international markets, supported by the Company's subsidiaries in the United States and Singapore and, from March 2026, in Australia. During the year the Company also actively explored business development opportunities in the United Kingdom, with a focus on establishing strategic alliances, forging partnerships and delivering customised technology solutions tailored to those markets. The international push gives Exato exposure to markets with higher enterprise technology spend and more demanding platform standards — a second growth vector alongside its domestic base, and one the Promoter sees as still young enough to have meaningfully more room to run.

Make in India

Exato's international business carries a domestic-engineering story with it: the platforms deployed for clients in the United States, Singapore and Australia are engineered and supported from the Company's own Noida and Chennai engineering centres, and the proprietary IP layer — ExatoIQ and the developing portfolio of ExaFone, UAM, CompliCall and CCaaS/CPaaS capabilities — is built in-house rather than licensed in. That positions Exato on both sides of the Make in India argument at once: import-substitution for Indian enterprises that might otherwise buy an entirely foreign-built customer experience stack, and an India-engineered product being exported outward into demanding overseas markets.

Strengths

The Promoter points to five things that differentiate Exato from a standard enterprise technology vendor:

- **Integrated Technology & Agile POD Delivery:** Unified CXaaS, AIaaS, Unified Communications, Analytics, AI Infrastructure and Cloud ERP through a single outcome-driven platform.
- **Strong Enterprise Relationships:** 150+ enterprise clients, including 9 of India's top 10 banks, with client retention exceeding 97%.
- **Proprietary IP-Led Portfolio:** ExatoIQ and other proprietary solutions support a growing mix of scalable, higher-margin IP-led revenues.
- **Strategic Technology Partnerships:** Strong alliances with NICE, Cognigy, Microsoft, Fortinet, Mitel, Acumatica, HPE and AmplifAI enhance capabilities and market reach.
- **Global Delivery, India Advantage:** International presence combined with India's skilled and cost-efficient talent base supports scalable global delivery.

Exato as a Knowledge Hub

Beyond deploying platforms, Exato positions itself as a technical partner rather than a pure vendor: its in-house data science team, its AI architecture and design support, and its proprietary delivery tooling give clients access to engineering expertise most would otherwise have to build in-house. Conversational AI agents, for instance, are trained on validated CX interaction data rather than generic scripts — reading intent, holding context across a conversation and handing off to a human at the right moment. RPA engagements begin with consulting to identify and prioritise high-return processes, validated through proof-of-concept before implementation, so the client gets a documented, defensible ROI rather than an automation bill. The management sees this as a strategic move toward becoming a reference point for enterprise AI and CX practice, not just a supplier to it.

Strategic Vision: Leading the Shift to AI-Led Customer Transformation

Exato's vision is to become the world's most trusted Customer Transformation Partner, combining AI, automation and human expertise to transform enterprise customer experience. Its strategy is built around three priorities — scaling enterprise AI into production environments, evolving from a technology vendor to a long-term transformation partner, and pursuing domestic and international growth simultaneously.

The Company continues to strengthen its engineering capabilities, proprietary IP and data science expertise while expanding its global presence, positioning Exato to capture emerging opportunities across enterprise markets in India and internationally.

> **"We remain sharply focused on deepening our leadership in Artificial Intelligence, Customer Experience and AI Infrastructure; scaling our international operations; accelerating our IP-led revenue through our proprietary platforms; and building a high-performance, sales-oriented organisation.**
>
> **We will continue to pursue this growth responsibly, guided by sound governance and a steadfast commitment to creating long-term value for all our stakeholders."**
>
> **- Appuorv K. Sinha, Chairman & Managing Director**

Life After Listing

Exato's Initial Public Offer listed on the BSE SME Platform on December 5, 2025, under Scrip Code 544626. That listing reads less like a one-time capital event than the funding line for bets the Promoter had already started placing.

1. **Stronger Balance Sheet:** Shareholders' funds increased to ₹8,830.75 lakh, while debt-equity improved to 0.24 post listing.
2. **Strong Order Book:** Q1 FY27 order book stood at approximately ₹660 crore, with ₹409 crore remaining executable.
3. **Growing IP Investments:** Continued investments in ExatoIQ and the upcoming *ExaFone* platform are aimed at accelerating IP-led revenue growth
4. **Global Expansion & Leadership:** Expansion into Australia and strengthening of senior leadership support Exato's international and technology-led growth strategy.

Board of Directors

Mrs. Swati Sinha - Promoter & Whole-Time Director: Leads HR and Administration, with expertise in talent strategy, recruitment, governance and organisational culture.

Mr. Abhijeet Sinha - Non-Executive Director: Advocate-on-Record at the Supreme Court of India with 20+ years of legal experience across corporate, taxation and consumer law.

Dr. Milind Raman Godbole - Non-Executive, Non-Independent Director: Former CEO & MD of GeBBS Healthcare Solutions, with expertise in AI, healthcare technology and revenue cycle management.

Dr. Omkar Rai - Independent Director: Brings 30+ years of leadership across IT, electronics, startups and public-sector institutions, including STPI and Startup Odisha.

Mr. Vijay Kumar Tyagi - Independent Director: Brings 38+ years of experience across banking, financial services, public policy and corporate governance, including senior roles at SBI and the Ministry of Finance.

Leadership

Mr. Gopinath P Bailur - Chief Operating Officer

Mr. Mustaqueem Hasan - Chief Financial Officer

Mr. Rohit Kumar - President

Ms. Geeta Jain - Company Secretary & Compliance Officer

Leadership Additions

Muralidharan Menon – Chief AI Officer: Brings 30+ years of enterprise technology experience, including over two decades at TCS, where he served as CTO & Global Head – Engineering & Offerings, Cloud Unit.

Naveen Krishna – Chief Revenue Officer: Brings nearly 30 years of global business and revenue leadership experience, with previous roles at Teleperformance and Minacs (now Concentrix).

Dinesh Singh Slathia – President, Revenue, Marketing & Strategic Alliances: Brings 20+ years of experience across business development, enterprise technology and strategic partnerships, with leadership roles at Oracle, TCS and Genpact.

Kailash Sethuraman – President, AI Infrastructure & Unified Communications: Brings 25+ years of experience in technology strategy, enterprise transformation and communications, including senior roles at Teleperformance, TCS, L&T Infotech and Wipro.

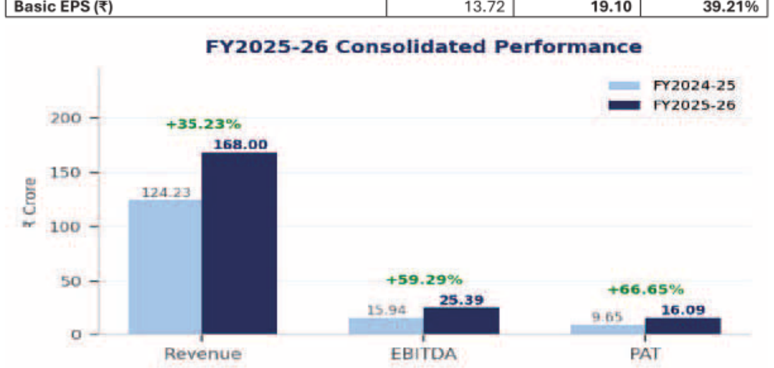
Alok Bohra – Vice President, CX & Analytics: Brings 20+ years of experience in customer experience, enterprise sales and strategic partnerships, with leadership roles at NICE, TeamViewer, NCR, Ingram Micro, ACG World and ICI India.

Patrick McCartney – Vice President, Sales & Strategic Alliances (USA): Brings 25+ years of experience in sales, account management and business development within the contact centre industry, including senior roles at Tata Communications and NTT Data.

Key Performance Indicators

Consolidated financial performance for FY2025-26, with comparatives for FY2024-25:

₹ Lakhs	FY2024-25	FY2025-26	YoY (%)
Revenue from Operations	12,422.55	**16,799.58**	**35.23%**
EBITDA	1,594.22	**2,539.44**	**59.29%**
Profit Before Tax	1,358.93	**2,271.64**	**67.16%**
Profit After Tax	965.45	**1,608.88**	**66.65%**
EBITDA Margin	12.83%	**15.12%**	**+229 bps**
PAT Margin	7.77%	**9.58%**	**+181 bps**
Basic EPS (₹)	13.72	**19.10**	**39.21%**



Key market indicators

Market snapshot (As on 03-09-2026)	Details
Listed on	BSE SME
Market cap	734.77
Share price	730.00
Face value	10.00
EPS	8.65/-

Expert Commentary

In technology, opportunities are created by innovation, but value is created by execution. As AI adoption accelerates globally, Indian companies have a significant opportunity to serve enterprise customers worldwide. What will separate winners from the rest is their ability to deliver measurable outcomes and earn customer trust. Exato is focused on that journey, and I believe it is building for the long term.

Vijay Kedia,
Investor,
Market Veteran

"Exato is in the process of making the harder transition from a customer experience provider to an enterprise technology provider where solutions are built around AI, automation and cloud, serving clients across banking, healthcare, telecom and other verticals from India and US. What gives me confidence is the capability and competency steps taken are in a right direction. The task now is to take it deeper and closer to the global markets. The operating discipline and governance framework established should continue to meet growth demands."

Dr. Milind Raman Godbole,
Non-Executive Director,
Exato Technologies Limited

The Verdict View

Exato Technologies — one to watch

A Noida-based CX and AI-as-a-service specialist riding the shift from outsourced "seats" to AI-run customer-experience systems, where enterprises' pilot-to-production gap favours hands-on implementation partners. Its edge lies in sitting inside client data and compliance perimeters, locked by long-term non-cancellable contracts and standout retention. Ex-TCS, Oracle, NiCE and Teleperformance leadership, deepening OEM partnerships, and a "consulting at the front, delivery factory at the back" model give it the bench to scale. With sovereignty concerns and agentic AI moving from hype to deployment, the tailwinds are unmistakable. The story now hinges on one word: execution.

Sachin Sodhi
Individual Investor and Director ,
Kotak Private Banking