

Novus Loyalty Limited

Date: 17th April 2026

To,
Manager
Listing Compliance Department
BSE Limited
Floor 25, P.J. Towers,
Dalal Street, Mumbai – 400001

Subject: Disclosure under Regulation 30 of SEBI (LODR), Regulations, 2015 – Receipt of Award

REF: Novus Loyalty Limited (Scrip Code: 544735)

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that **Novus Loyalty Limited (“the Company”)** has executed a **Service Level Agreement (SLA)** with **Central Bank Of India** on **16th April 2026**.

The engagement has been awarded pursuant to **GeM RFP Bid No. GEM/2025/B/6413323** for **“Providing Loyalty Rewards Program for various Digital Channels including Debit Card, UPI, Internet Banking, Mobile Banking etc.”**

This agreement involves end-to-end deployment, management and migration of loyalty and rewards programs across the bank’s digital ecosystem and represents a **significant strategic win** for the Company in the BFSI segment. The Company believes this engagement will further strengthen its position in the digital payments and banking ecosystem and enable it to scale its technology-driven customer engagement platform.

Further, the detailed disclosure as required under SEBI Master Circular dated November 11, 2024, read with subsequent amendments, is enclosed as Annexure-A.

You are requested to take the above information on record.

Thanking you,

For Novus Loyalty Limited

(Mr. Deepak Tomar)

Chairman & Managing Director

Place: Gurugram

Encl.: As above

Annexure A

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11-11-2024 (as amended)

Particulars	Details
Name of the entity awarding the order(s)/contract(s)	Central Bank Of India
Significant terms and conditions of order(s)/contract(s)	Contract for providing and managing loyalty rewards programs across multiple digital channels including Debit Cards, UPI, Internet Banking, and Mobile Banking, covering migration of current program, platform deployment, program management, and ongoing support services.
Whether order(s)/contract(s) have been awarded by domestic / international entity	Domestic
Nature of order(s) / contract(s)	Order pursuant to GeM RFP and execution of Service Level Agreement (SLA)
Details of RFP / Tender	GeM Bid No. GEM/2025/B/6413323
Time period by which the order(s) / contract(s) is to be executed	3 years
Broad consideration or size of the order(s) / contract(s)	Approximately ₹88 Crore over the contract tenure, subject to program scale and utilization
Details of initial order / purchase order	First PO valued at ₹7,32,24,015/-
Whether promoter / promoter group / group companies have any interest in the entity that awarded the order(s) / contract(s)	No
Whether the order(s) / contract(s) would fall within related party transactions	No
Any other information	None