

Spice Money and Religare Broking launch a new campaign 'Demat Zaroori Hai'

Mumbai, June 22, 2022: Spice Money, India's leading rural fintech that is revolutionising the way Bharat banks, has launched a digital TVC that announces its partnership with Religare Broking Ltd. (RBL) to provide rural citizens with equitable access to investment opportunities, thus, taking a step further in bridging the rural-urban divide and augmenting financial inclusion. The TVC highlights how rural citizens can get assistance to open a free of cost Religare Demat accounts from their nearest merchant or kirana store served by Spice Money Adhikaris, and the importance of these accounts as primary requisite for investments. The TVC, with its essence rooted in rural India, ties together the ground-level aspirations of a young Bharat, the ease of opening a Demat account, and the many financial opportunities and resultant financial prosperity that a Demat account can pave the way for.

The TVC showcases a discussion among three friends outside a local shop. It highlights one of the three as financially more aware, with the know-how of Demat accounts and investment options. Through the discussion, he explains to the other two how investments are important and a Demat account is a primary requirement before investing in market-linked opportunities. When the two friends ask how they can open a Demat account, he points them towards the store behind them, run by a local Spice Money Adhikari who tells them how anyone can now open a Religare Demat account, assisted by any Spice Money Adhikari, completely free of cost. The film concludes with the three friends talking about how with a plethora of investment options, a Demat account is the best possible way to start the journey towards financial prosperity.

Link: <https://youtu.be/BHVoxc7TWao>

Kuldeep Pawar, SVP & Head of Marketing, Spice Money said, "Spice Money is dedicated to being a part of the journey of financial inclusion that the country has set upon. With the ten lakhs strong Spice Money Adhikari network serving more than 18000 pincodes in India, we have now partnered with Religare Broking, one of the leading securities firms, to truly democratise the opportunity for investments. Our new digital TVC showcases this partnership and highlights how it will bring to the citizens of Bharat, a plethora of investment opportunities, hitherto available mostly to urban India, as we work towards our commitment in bridging the rural-urban divide."

Ashley Almeida, Executive Vice President, Digital, Product, and Marketing, Religare Broking said, "We are delighted to join hands with Spice Money, a brand that has been leading the financial services revolution in rural India, to bring a diverse portfolio of investment opportunities to the last mile of the

country. We firmly believe that this association will pave the way toward financial freedom for the rural citizens of India and contribute towards further financial inclusion.”

About Spice Money:

Spice Money is India's leading rural fintech revolutionising the way Bharat Banks, with over 1 million Adhikaris (nanopreneurs) offering cash deposit, Aadhar enabled payment system for cash withdrawal, mini ATM, insurance, loans, bill payments, cash collection centers for customer/agents/ representatives of NBFC/Banks, airtime recharge, tours & travel, online shopping, Pan Card and mPoS services. Spice Money is a 100% subsidiary of DiGiSPICE Technologies. The vast Adhikari network covers 95% of India's rural pin codes and serves over 20 million customers every month. Spice Money services are available through Spice Money App (Adhikari App) and web portal. The user-friendly interface and superior technology platform have earned the app a 4.4-star rating, best in industry, on Google Play Store. Spice Money through its cutting-edge technology and wide network of Spice Money Adhikaris is bridging the gaps in access to various financial services for the masses across the length and breadth of India. To know more, visit <https://spicemoney.com>

About Religare Broking Ltd:

Religare Broking Ltd. (RBL) is a wholly-owned subsidiary of Religare Enterprises Limited (REL), a leading diversified financial services group from India. Religare Broking is one of the leading securities firms in India serving over 1 million clients across both Online and Offline platforms. With an extensive footprint that extends all over the country; Religare Broking offers services in Equity, Currency, Commodity, Mutual Funds, Insurance, NPS and Depository services. Religare Dynami is one of the most advanced mobile trading applications in the market today, with a guest login facility for new investors. The company has also been certified as the Great Place to Work Organization recently which in itself is evidence of the excellent work culture and employee inclusion policies of the organization. A member of the NSE/ BSE and a depository participant with NSDL and CDSL, Religare Broking also offers TIN facilitation & PAN facility at selected branches – a unique service to help an individual with PAN, TAN and TDS/ TCS return related requirements. Currently, Religare Broking is servicing its pan India customer base with a network of more than 1100+ branches and business partners across 400+ cities in the country.

Disclaimer: Religare Broking Limited ("RBL") is providing services of Depository Participant. This is not an exchange traded product/service. All disputes with respect to the depository services of RBL would not have access to the Exchange investor grievance redressal forum or Arbitration mechanism.