

Date: 04/05/2017

To,

Manager – Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C-1,
G Block, Bandra Kurla Complex,
Bandra East, Mumbai – 400 051

Subject : Received First Export Order for our innovated Unique Product PANACHE AIR PC (This product is featured as one of the best product)

Dear Sir / Madam,

With regards to the captioned subject the Company wish to inform with great pleasure to the shareholders of the Company that it has been able to enter new Markets in International Trade with the successful acceptance of its Panache Air PC from a customer in Iran. Panache Air PC is an Ultra Slim, Portable, pocket sized PC device with Windows 10 Operating System which will revolutionise the way of computing. It is a simple plug and play device which when plugged with an HDMI port to a LCD/LED Television, Monitor or a Projector will give the user the same computing experience as any normal Computer System. Due to its Ultra Small Form Factor footprint and portability it will provide utility to users who need to carry the device and data along with them like in the Education, Home Segment, Professionals, Small and Medium Enterprises, etc.

Panache Air PC is a result of the efforts of our Research and Development team which has been able to develop a complete solution based on the user needs of the various segments and created a new Segment in the Personal Computing Space. Panache Air PC has created a new user segment and is finding acceptability by User with preferences of Portability and Mobility. Panache Air PC has been featured as one of the Best Product of the Year 2016 by CNBC TV18. As the development and refinement process is still going on we have not launched new version of the product commercially in India. The Company had exported a small quantum of its product to Iran earlier to test the acceptability of its products. Based on the encouraging response, the customer has ordered for further 500 units of the product valued at approx 3 Million Rupees with an understanding of subsequent receipt of repeat orders. The Customer intends to introduce our products in the Education space in Iran which has tremendous growth prospects.

With Panache Air PC we have been able to enter into the New geographical space of the countries in the Middle East Asia comprising of Iran, United Arab Emirates, Bahrain, Egypt, Qatar, Kuwait, Saudi Arabia, etc. Iran is the 16th Most Populated Country of the World with an Estimated population of 82.8 Million People. It has been one of the least explored market in the Middle East and has tremendous potential in demand for the Company's Products. We are also exploring various other countries in the Middle East Market with our Range of Products in the Personal Computing Space.

We at Panache DigiLife Limited specialise in providing customised solutions based on the end User requirements both in terms of the Physical appearances, form factor and the internal hardware as well as the Operating System Software requirements and solutions. We are a customer oriented solution provider Company with our offerings ranging across diverse hardware and embedded solutions.



On the event of receipt of the New Export Order from the customer in Iran, Mr Amit Rambhia the Managing Director of the Company sharing his inputs has stated that with Panache Air PC the company endeavours to cater to the consumers in Iran as well as other Middle East Asian Markets with the latest technology and innovative Solutions developed by the Company. The Company also seeks to introduce its other Products in its portfolio to cater to the diverse user categories in the Personal Computing Space.

Kindly take this information on record and acknowledge.

Thanking you,
Yours faithfully,

For Panache Digilife Limited



Nitesh Savla
CFO

Place: Mumbai