

Date: 01/09/2020

To,
Listing and Compliance
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex,
Bandra (East)
Mumbai-400051

Dear Sir/ Madam,

**Subject: Panache Digilife to develop integrated PC with Shuttle hardware
NSE Symbol – PANACHE**

We are pleased to inform that Panache Digilife to develop integrated PC with Shuttle hardware.

A detailed Press Release in this regard is enclosed herewith which is self-explanatory.

This is for your kind perusal and members information. Please take the same on your record and acknowledge the receipt.

Thanking you,
Yours Faithfully,

For Panache Digilife Limited



Amit Rambhia
Managing Director
DIN: 00165919

Place: Mumbai

Encl.: As above

Panache Digilife to develop integrated PC with Shuttle hardware

First product to be designed using the hardware of a global information technology and manufacturing leader

Mumbai, September 1, 2020: Panache Digilife Limited is extremely happy to inform our esteemed stakeholders about the recent update on very first product to be designed by Panache using hardware of Taiwan based Shuttle Inc., the specialist designer and manufacturer of small form factor computer technology.

Following the recent strategic **Exclusive Distribution Partnership with Taiwan-based Shuttle Inc. for the Indian Markets, Panache has made quick stride forward for the 1st product development with Shuttle.** Panache is in the process of developing an **integrated PC – a media server for movie streaming**, a product to be designed using hardware support from Shuttle. The product will be a **10-inch touch screen based rugged device, integrated with both the PC and Set Top Box.** With **highly secured server** it will download the movie once the final edit is done. As a result of highly secured server, **risk of piracy can be mitigated and the picture quality is maintained.**

Commenting on the recent development, Mr. Amit Rambhia, Chairman & Managing Director, “We at Panache Digilife Limited are delighted for quick designing of an **integrated PC** using hardware of Shuttle Inc. The product would **offer exhibition sector highly secured server to minimize the threat of piracy.** Piracy is one of the major menaces resulting in substantial revenue loss to the Film Industry. As we have always believed in **Making Human Life Easy**, we at Panache are constantly **designing the products to cater the needs of our customers and society as whole.** This is the **first product designed** with the Shuttle hardware and we expecting many more innovative products in future. We are **very confident in garnering a significant market share** through this **strategic alliance** going forward.”

Panache Overview

Panache Digilife Limited is an NSE-listed company (NSE Code: PANACHE). Panache is a leader in the new-age technology solutions with a vision to fulfill and utilize the 'Make of India' and 'Atmanirbhar' policy of the Government of India in the Electronics domain. Panache offers solutions around Smart Computing Devices, Smart & Digital Classrooms, Smart Tracking & Asset Management, Retail IoT, Healthy Living Solutions and Pen Display Solutions. Panache is an ICT & IoT devices design, manufacturing, distribution and services company with a vision of 'Making Human Life Easy' by way of constantly innovating in the technology space.

Panache Design philosophy for its smart devices is based on A, B, C, D of Technology:

- 'A' - Analytics & Artificial Intelligence
- 'B' - Big Data
- 'C' - Connected & Cloud
- 'D' - Devices

Panache is having its state-of-the-art manufacturing facility at Bhiwandi in Maharashtra, India from where both the domestic and the international markets are served. Accredited with ISO 9001:2015 & 14001:2015, the facility is equipped with enough capacities for Smart Compute Devices, Smart Tracking & Asset Management, Retail IoT, Healthy Living Solution, Pen Display Solution and custom design devices. The team specially focuses on TQM, JIT & DFM, which aids in overall fulfilling the ever-increasing demand from its customers.

With a robust manufacturing infrastructure in place, strong experienced Management Team, efficient technical team and constant focus on R&D & innovation, Panache has been a first recall to all our reputed clientele across verticals along with being one of the preferred OEM manufacturers for India's largest online retail portal and India's leading Education solution providers for their smart class room solutions. It is also a partner for Shuttle Inc., a Taiwan for all the range of products & solutions. Panache has been Intel's Platinum Partner for more than a decade.

Awards & Recognitions

- CRN Excellence Award in Big Data & Analytics in 2018
- Intel IoT Group Partner Performance Award in 2017
- Edge Innovation award in 2014 by Information Week, UBM
- Best System Builder award in 2010, 2011, 2012 & 2013 by CRN
- Intel Embedded Hero award in 2012
- SME National Award for Excellence in IT

Panache Digilife is fully committed to serving the global solution integrators with its in-house developed tailor-made designs and manufacturing services effectively delivered by its OEM / ODM teams. Rich experience in manufacturing helps the company offer significant price advantage along with shorter lead time. Panache assists its ecosystem partners by developing an environment that supports rapid prototyping, harvesting ideas, taking calculated risks and eliminating friction in getting products developed and thereby making the products available in the hands of the users with reduced time and cost, thereby delivering high value proposition to its customers and partners.

For more details, please visit: www.panachedigilife.com

If you have any questions or require further information, please feel free to contact:

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Caution Concerning Forward- Looking Statements:

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. Panache Digilife Limited is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether because of new information, future events, or otherwise.