

Prithvi Exchange (India) Limited



July 22, 2026

To,
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001
Scrip code: 531688

Dear Sir/Ma'am,

Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").

Subject: Press Release – Launch of ICONIC Forex Card

With the reference to SEBI Listing Regulations, the copy of press release for launch of its own ICONIC Forex Card is enclosed for your reference.

This is for your information and records.

For **Prithvi Exchange (India) Limited**

Harsh Shantilal
Company Secretary & Compliance Officer
ACS: 75415

Foreign Currencies | Forex Cards | Remittances Abroad

Gee Gee Universal, 2nd Floor, Door No. 2, Mc. Nichols Road, Chetpet, Chennai - 600 031, Tamil Nadu
E-Mail : info@prithvifx.com | www.prithvifx.com | Tel : 044 - 43434250 | CIN : L30006TN1995PLC031931



Prithvi Exchange (India) Limited



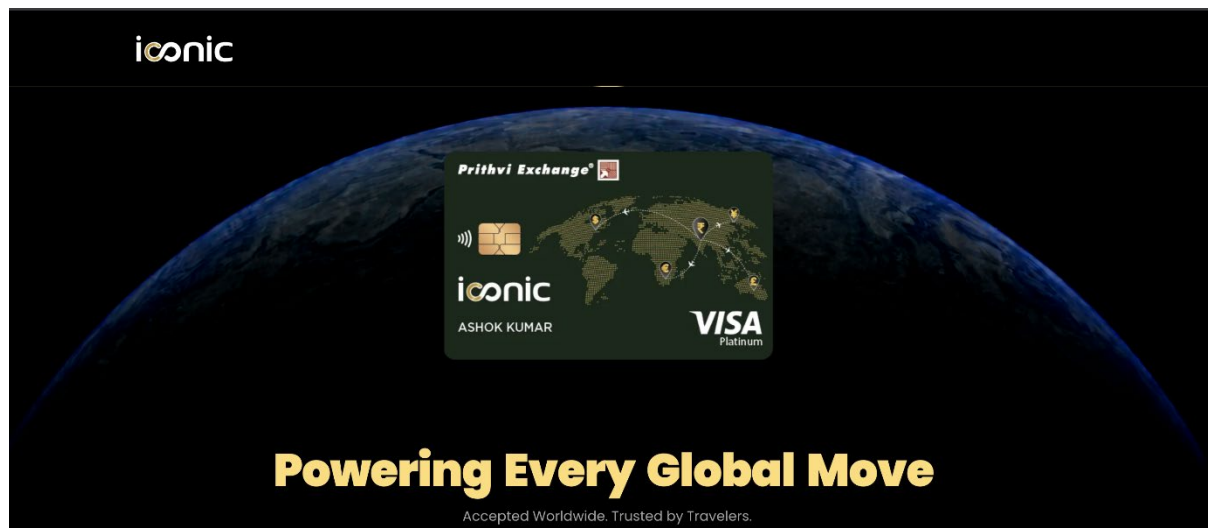
BSE: 533168 | SECTOR: Financial services (Foreign exchange)
Press Release | ICONIC Forex Card Launch

A Next-Generation Multi-Currency Travel Card Delivering Secure, Smart and Seamless Global Payments is here

Chennai, July 22, 2026: Prithvi Exchange (India) Limited, one of the vibrant and trusted brands widely recognised in the field of Foreign Exchange, announced its ICONIC Forex Card Launch.

Prithvi Exchange India Limited a trusted provider of foreign exchange solutions in India for past 31 years, today announced the launch of the **ICONIC Forex Card**, a premium multi-currency prepaid travel card designed to redefine the international travel payment experience for Indian travellers.

Developed for Leisure Travellers, Business Professionals, Students, and Frequent Flyers, the ICONIC Forex Card supports **23 Major Foreign Currencies** and offers **Competitive Exchange Rates**, helping customers manage travel expenses efficiently while reducing dependence on cash. The card provides complete control through a user-friendly **Mobile Application**, enabling customers to manage their card, track transactions, and access self-service features anytime, anywhere along with **24/7 WhatsApp support**. To enhance the overall travel experience, cardholders can enjoy **Attractive Rewards, Welcome Benefits, Destination-based offers, Complimentary insurance coverage** and **International travel SIM/e-SIM** benefits.



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Management Comment:

Commenting on the Forex Card Launch, **Mr Pavan Kumar Kavad, Managing Director** said:

"The launch of the ICONIC Forex Card reflects our commitment to delivering innovative, secure, and customer-centric payment solutions for global travellers. By combining digital convenience, competitive pricing, and valuable travel benefits, we aim to make international travel more rewarding, seamless, and hassle-free for our customers worldwide,"

About Prithvi Exchange (India) Limited

Prithvi Exchange (India) Ltd is a Reserve Bank of India (RBI) licensed, Authorized Dealer Category II. Over the last 31 years, Prithvi Exchange has emerged as a vibrant and trusted brand and that is widely recognized in the field of Foreign Exchange.

Prithvi Exchange's geographic footprint is strategically placed in 26 key cities across India. Plans are afloat to expand its network to other cities and foreign countries as well shortly. With an experienced team of industry stalwarts and backed by cutting edge technological platform, we take pride in extending superior experience to Leisure and Business Travelers, Students and others travelling overseas for their foreign exchange requirements.

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