

Date: 06th February, 2026

To, BSE Limited, Listing Department, P.J. Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 532694	To, National Stock Exchange of India Limited, Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400 051 Symbol: ASMS
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Dear Sir/Madam,

Sub: Intimation regarding Press Release under Regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release being issued by the Company today titled:

“Bartronics India to advance rural agritech platform with Voice-First, Multilingual App.”

A copy of the said Press Release is enclosed herewith as **Annexure – I**.

You are requested to kindly take the above information on record.

Thanking You,

Yours Faithfully,
For Bartronics India limited

Diksha Omer
Company Secretary

BARTRONICS INDIA LIMITED

Annexure – I

Bartronics India to advance rural agritech platform with Voice-First, Multilingual App

Hyderabad | 06th February 2026 —

Bartronics India Limited (BIL) is advancing its transformation into a unified rural technology platform with plans to launch a voice-first, multilingual AI-powered agri-tech application in March, following the successful completion of its pilot phase in Maharashtra and Uttar Pradesh.

The pilot demonstrated strong farmer engagement, supported by assured off-take linkages through strategic partnerships with SNN and Origo Commodities. Based on insights gathered during the pilot and extensive on-ground interactions with farmer communities, Bartronics is now upgrading the platform to enable deeper engagement, data-led intelligence, and scalable adoption across rural India.

A key enhancement ahead of the planned launch is the integration of AI-supported, voice-first interaction across major regional languages, including English, Hindi, Marathi, Telugu, and Kannada. Benchmarking of leading agri-tech platforms, combined with farmer feedback, consistently highlighted voice as the most intuitive, trusted, and accessible mode of engagement in rural ecosystems.

The AI voice recognition and agent framework is being developed by Ampivo Smart Technologies, which specialises in building and deploying intelligent AI voice agents for real-world use cases. The voice layer is expected to transform the application from a transactional interface into a conversational, interactive digital assistant, reducing digital friction and improving usability at scale once launched.

Upon launch, the enhanced application is expected to support multilingual voice navigation, proactive alerts, contextual advisories, farmer education, and interactive knowledge support, aimed at driving higher adoption and improved outcomes across the agri value chain.

The platform is also designed to capture structured, consent-driven farmer data, creating a digital foundation to connect farmers with electronic mandis (eMandis) and broader output marketplaces. This data layer is expected to enable future participation in climate and sustainability-linked initiatives, including carbon credit programs and other climate-positive agricultural pathways—unlocking additional income streams for farmers while supporting sustainable farming practices.

Commenting on the development, Vidhya Sagar Reddy, Managing Director, Bartronics India Limited, said:

“Our work under Project Avio Agritech is guided by how farmers naturally engage with technology. Insights from the pilot phase made it clear that a voice-first approach is essential. This upcoming launch is a foundational step towards building a unified rural intelligence layer that can connect farmers to markets, climate opportunities, and long-term value creation. Our goal is to onboard 20 million farmers over the next three years through this platform.”

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The proposed launch of the voice-enabled application in March this year, marks a key milestone under Project Avio Agritech, Bartronics' flagship initiative aimed at onboarding 20 million farmers over the next three years through the company's extensive rural network.

About Bartronics India Limited

Bartronics India Limited is a rural financial inclusion and technology company operating across India's underserved regions. Through partnerships with Public Sector Banks and Regional Rural Banks, the Company delivers last-mile banking and digital financial services across nearly 5,000 villages. Building on this foundation, Bartronics is expanding into agri-trade and agri-tech through Project AVIO, with a focus on creating an integrated rural platform spanning finance, agriculture and commerce.

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