

Date: July 07, 2025

To,
**Department of Corporate Services,
BSE Limited**
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400001
Scrip Code: 543333

To,
**Listing Department,
National Stock Exchange of India Limited**
Exchange plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra East,
Mumbai – 400051
Scrip Symbol: CARTRADE

ISIN: INE290S01011

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release titled “OLX India launches “Elite Buyer” for its 180 Million Users”.

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Schedule III thereof, as amended, we enclose herewith the press release titled “OLX India launches “Elite Buyer” for its 180 Million Users”.

The same is also made available on the website of the Company at <https://www.cartradetech.com/>

The above is for your information and record.

**Yours faithfully
For CarTrade Tech Limited**

**Lalbahadur Pal
Company Secretary and Compliance officer
Mem. No. A40812**

Enclosed: a/a

CarTrade Tech Limited

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Press Release

OLX India launches “Elite Buyer” for its 180 Million Users

Bringing Q-commerce to used goods buyers

India, Gurugram, July 7, 2025 – OLX India, the country’s leading platform for used products, which receives more than 180 million users annually, announces the launch of the **“Elite Buyer” Program – a high-intent experience designed to meet the expectations of today’s digital-first consumers.**

Built to respond to evolving consumer behavior shaped by the rise of quick commerce and AI-assisted discovery, the Elite Buyer Program enables buyers to connect with sellers more efficiently and complete transactions with speed, trust, and simplicity.

With over **53 million buyers, 18 million sellers, and \$3bn worth of used products transacted annually**, OLX is already one of India’s largest digital commerce ecosystems—spanning high-value categories like **cars and real estate to fast-moving goods like electronics and furniture** indicating scale, velocity and economic significance of used-goods commerce in India.

The launch of Elite Buyer is designed to elevate this experience – making buying and selling easier, more efficient, and rewarding for all users. It brings a smart, high-intent approach to buying used goods on OLX, enabling outcome-driven buyer-seller conversations and a **‘Buy Fast’** experience.

Vinay Sanghi, Founder & Chairman, CarTrade Tech, the parent company of OLX India, said – *“The Elite Buyer Program is a smarter, more efficient way to buy on OLX, and in-line with our broader vision to build an intelligent user-first platform. We’ve created a dedicated innovation engine that brings together generative AI, data science, and user-first product thinking. This program marks a meaningful step toward transforming the used-goods quick-commerce experience on*



OLX—enabling faster transactions and trusted interactions for millions of users. It is the first of many innovations to come.”

The Elite Buyer is a program wherein its subscribers receive an “Elite Buyer” badge in their interactions with potential sellers – a visible trust signal that helps them stand out and receive faster responses for more meaningful buyer-seller conversations. The program is now available across OLX’s most popular categories, including Cars, Bikes, Real Estate, Electronics, Mobiles, and Furniture.

About OLX India:

OLX India is one of India’s leading online market-place for buying and selling for used-goods and services, committed to fostering sustainable practices through its core mission of reducing and reuse. Operating across 12 diverse categories, including cars, bikes, real estate, electronics, and more, the platform attracts an impressive average of 35 million unique visitors each month. Additionally, it boasts a substantial annual listing count of over 30 million items, making it a robust marketplace for users seeking various products and services.

For media inquiries and further information, please contact:

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