

11th July, 2022

BSE LIMITED
Listing/Corporate Listing Department
Floor No.25, P.J Towers,
Dalal Street,
Mumbai-400001.

Dear Sir/Madam

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 on Business Update

Scrip Code: 530139

ISIN: INE302C01018

With reference to the above subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to submit a business update, a copy of which is attached below. This is for your information and records.

Thanking you.

Yours faithfully,

For **Kreon Financial Services Limited**

Vidyalakshmi R
Company Secretary & Compliance Office

StuCred Alumni Programme - For the Life after Graduation

TO OUR BELOVED STAKEHOLDERS:

Towards a more sustainable future

“Making new friends should not imply abandoning existing ones”.

One of our brand's chief aims is to develop long-term, sustainable partnerships with our users by giving relevance and value to all phases of our customer's journey. Imbibing user trust and retention necessitates a systematic approach to all aspects of our user experience.

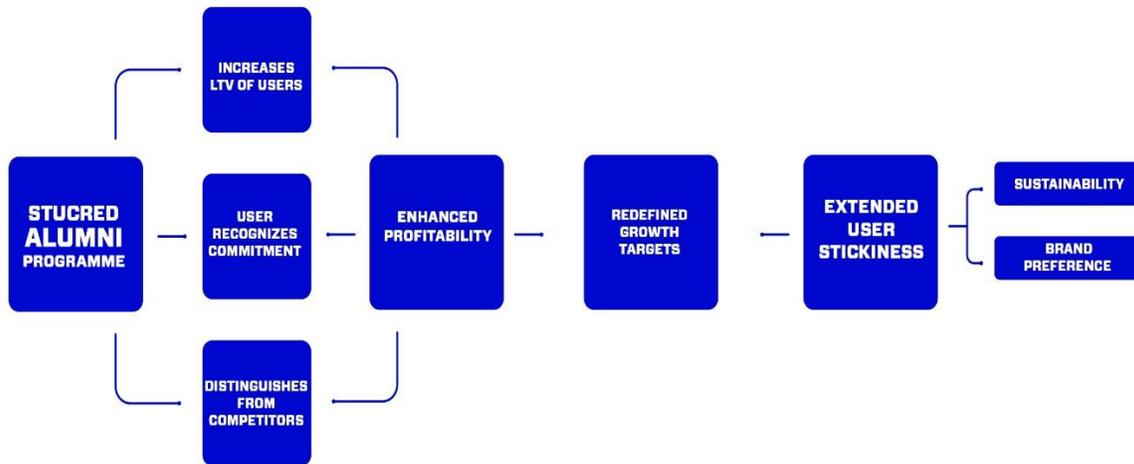


In keeping with our mission, We have launched the **StuCred Alumni** programme on our app.

StuCred Alumni is an exclusive feature in which StuCred strives to serve our user's post completion of their graduation. Our Alumni users will have enhanced access to credit in order to satisfy their demands and keep up their financial literacy endeavors.

How it Works:

HOW STUCRED ALUMNI PROGRAMME IMPACTS OUR FUTURE GOALS



By practicing our values in this manner, our users will recognize our commitment to them and distinguish us from the competition. This will also allow us to enhance profitability, extend user stickiness and redefine our growth targets.

With this feature, we will be increasing our customer lifetime value which entails serving our users more frequently and motivating them to utilize and make the most out of our service. This allows us to further optimize our brand preference and insistence.

We are fostering a long-lasting relationship with our users through the StuCred Alumni programme. We anticipate our users' requirements as devoted friends do before they ever ask for it. It becomes the basis for a lasting, more meaningful relationship when we have all the pertinent functions that will allow them to have constant support in all the phases of their financial progress. We can satisfy their requirements and even foresee them. exactly as a friend would.

“Continuity gives us roots; change gives us branches, letting us grow, stretch and reach new heights”. - Pauline R.Kezer

About Kreon Financial Services Limited:

Kreon Financial Services Limited is a BSE Listed Company established in the Year 1994, a 27-year-old NBFC is proud to be participating in the formal financial inclusion of student community in India who are the engines of economic growth. We have specially designed and successfully developed an internal start-up digital lending app, “**STUCRED: Real-Time Student Credit**”, which empowers college students in India to avail seamless access to their own digital credit line. The widespread usage of the StuCred app has empowered college students with formal financial inclusion, whilst simultaneously deepening digital payment culture and strengthening credit discipline in young India. Our mission is to reach every needy college student in the country and enable their journey of financial empowerment and responsibility. The company is now headed by 3rd generation entrepreneurs and a young team, fully equipped to participate in the changing digital growth story of the country. The company is building up a strong foothold in FinTech - starting with its’ digital lending vertical (StuCred). The company has built scalable platforms providing hassle free and extremely quick digital lending, increasing literacy of a cashless economy.

For and on behalf of Kreon Financial Services Limited

Place: Chennai

Date: 11.07.2022

Jaijash Tatia
Whole Time Director
DIN:08085029