



STARLINEPS ENTERPRISES LIMITED

CIN: L36910GJ2011PLC065141

Regd. Off: Shop – F/1, 1st Floor, Athwa Ark Shopping Centre,
Opp. Yatim Khana, Athwa Gate, Surat -395001, Gujarat.

Contact No: +91-7574999004 **Email ID:** info@starlineps.com

Website: www.starlineps.com

To,
The Corporate Relations Department
BSE Limited
P. J. Towers, Dalal Street,
Mumbai-400001, Maharashtra

16th August, 2024

Sub.: Corporate Announcement pursuant to Strategic Investment in LiaPlus AI.

Scrip Code: 540492

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform the Stock Exchange that the Management of the Company has decided to make a strategic investment of INR 2.69 Million in **WRITEPLUS AI PRIVATE LIMITED** (also known as “**LiaPlus AI**”), valuing the Company upto INR 160.00 Million. This investment secures a non-controlling equity stake of the Company in LiaPlus.

Key Highlights of the Investment:

- **Strategic Expansion into AI Technology:** This investment enables the Company to enter the rapidly growing AI sector by leveraging LiaPlus’s innovative solutions in virtual assistants and AI-driven customer support systems.

LiaPlus AI is a leader in providing multilingual, human-like AI employees capable of handling customer interactions in over 18 languages, including Hindi, English, and Arabic.

- **Enhanced Portfolio Diversification:** The acquisition of a stake in LiaPlus AI allows the company to diversify its investment portfolio, thereby reducing risk and increasing exposure to the high-growth AI market.
- **Access to Advanced AI Technology:** LiaPlus AI offers cutting-edge AI technology with capabilities such as 95% task completion rates, deep integration with CRM systems and extensive multilingual support. These technologies are expected to significantly enhance Company’s operational efficiency and customer service capabilities.
- **Long-Term Value Creation:** LiaPlus AI is on a robust growth trajectory with revenue projections reaching \$41.2 million by FY2028. This partnership is anticipated to generate substantial returns, contributing to Company’s long-term strategic objectives.

For more details, kindly refer Investee Company website www.liaplus.com.

Kindly take the same on your record.

Thanking you,

Yours faithfully,

For STARLINEPS ENTERPRISES LIMITED

SHWETKUMAR KORADIYA
Chairman & Managing Director
DIN: 03489858