

## Media Release

# Infibeam Avenues Limited Announces Planned Elevation of Mr Vishwas Patel as Managing Director & CEO AND IIMA Professor Dr. Neharika Vohra Appointed Independent Director

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**Gandhinagar, December 11, 2025** – Infibeam Avenues Ltd ('Company') today announced its planned elevation of Mr. Vishwas Patel, currently Joint Managing Director, to the role of Managing Director and Chief Executive Officer, effective December 11, 2025, subject to requisite statutory approval. Mr. Vishal Mehta will continue to head the Company's board as Chairman and Managing Director, driving long-term AI-first strategic vision.

This planned leadership realignment builds on the company's strategic transformation over the past several years. Under the stewardship of Mr. Vishal Mehta, Infibeam Avenues Limited has re-architected its business model, moving from a diversified multi-platform approach to a unified, high-focus strategy centered on digital payments under the brand CCAvenue and AI-driven solutions under the brand Phronetic.AI. This transformation has strengthened operational efficiency, expanded market presence, and accelerated revenue growth progress reflected consistently in the company's financial performance.

### **Leadership Transition to Accelerate Operational Execution**

As Managing Director & CEO, Mr. Vishwas Patel will assume full responsibility for day-to-day operations and execution of the Company's strategic plans. He will report directly to the Board and will lead efforts to scale Infibeam Avenues' businesses in an increasingly competitive and innovation-driven environment.

**Mr. Vishal Mehta, Chairman & Managing Director, Infibeam Avenues Limited, said:** "With our strategic transformation complete and the Company entering a phase of accelerated AI-led growth, this is the right moment for Vishwas Patel to assume the role of MD & CEO. His deep understanding of the payments business, strong merchant relationships, and ability to execute at scale make him the ideal leader for this next phase of growth. I look forward to working closely with him as we continue building AvenuesAI into one of the world's most trusted AI-driven payments and risk platforms."

Commenting further, Mr Mehta also emphasised that AI-led transformation is reshaping every layer of the payments and digital infrastructure ecosystem. Our priority now is to execute faster, build deeper merchant value, and scale our AI-driven platforms across India and global markets.

In addition to heading the strategic vision at Infibeam Avenues Limited and actively driving Company's Artificial Intelligence (AI) business, Mr. Vishal Mehta also serves as Chairman and Managing Director of Rediff.com India Ltd.



**Mr. Vishwas Patel, Joint MD, Infibeam Avenues Limited, said:** "I am honoured by the trust placed in me by the board and look forward to working with the team to unlock the next wave of value for all stakeholders."

### **IIMA Professor Dr. Neharika Vohra Appointed Independent Director**

On Thursday, the Company Board also has appointed noted academic and leadership expert Dr. Neharika Vohra as an Additional Women Director (Non-Executive, Independent) for a five-year term with effect from December 11, 2025.

Dr. Neharika Vohra, a Professor at the Indian Institute of Management Ahmedabad (IIMA), brings decades of scholarship and industry engagement to the board. A prolific scholar, she has published over 70 papers, authored 30 management cases, and co-written leading management textbooks.

Dr. Vohra has been deeply involved with IIMA Ventures (formerly CIIE), supporting entrepreneurship and innovation. She has advised numerous organisations on organisational development and has helped train thousands of managers, educators, and civil servants.

Her appointment strengthens the board with deep expertise in leadership, governance, and institution building.

#### **About Infibeam Avenues Limited:**

Infibeam Avenues Ltd. ("Company") is one of the leading global financial technology (fintech) companies offering comprehensive digital payment and artificial intelligence (AI) solutions across industry verticals. The company's payment infrastructure suite includes acquiring and issuing solutions, as well as core payment infrastructure for banks. Company's flagship brand CCAvenue powers one of India's largest Payment Gateway (PG) platforms, offering over 200 payment options that enable merchants to accept payments through websites and mobile devices in 27 international currencies. As part of its diversified digital ecosystem, Rediff.com, a subsidiary of Infibeam Avenues Ltd., strengthens the Company's position in the AI-driven commerce and content platform space. Rediff's offerings, combined with Infibeam's advanced fintech and AI capabilities, enable a unified ecosystem of payments, platforms, and digital services that drive value across consumer and enterprise segments. The company processed transaction worth INR 8.67 trillion (US\$ 106 billion) in FY25 across payments and platforms and serves over 10 million clients across its digital payments and platform businesses, catering to merchants, enterprises, corporations, governments, and financial institutions in both domestic and international markets. Infibeam Avenues' international operations span the United Arab Emirates, Kingdom of Saudi Arabia, Australia, and the United States of America, with additional presence in Oman, where it partners with three of the country's largest banks.

#### **For further press queries please email or call**

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**For more information on the company, please go to, [www.ia.ooo](http://www.ia.ooo) [www.phronetic.ai](http://www.phronetic.ai) and [www.ccavenue.com](http://www.ccavenue.com)**