

PANTH Infinity
INTENDED TO INSPIRE

12th July, 2018

To, Department of Corporate Services BSE Limited P. J. Towers, Dalal street, Mumbai-400 001, Maharashtra. BSE Code: 539143	To, The Compliance Department The Calcutta Stock Exchange Limited 7, Lyons Range, Dalhousie, Murgighata, B B D Bagh, Kolkata-700001, West Bengal CSE Code: 30010
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Sub: INTIMATION TO TRANSFORM THE BUSINESS PLAN OF THE COMPANY.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we hereby informed the Stock Exchanges that the Board of Directors in their Meeting No. 2/2018-19 held on 12th July, 2018 has approved to transform the Business Plan of the Company.

Currently, the Company is engaged in the business of trading of Precious Metals, Stones & Jewellery. **Now, the Board has decided to concentrate more on boundry less Business mainly based on Internet. As a part of that strategy, the Company will soon launch one of its kind e-commerce platform.**

The brief profile of approved Business Plan is attached herewith for kind consideration.

Kindly take the same on your record and oblige.

Thanking you,

Yours faithfully,

For PANTH INFINITY LIMITED

RAHUL JALAVADIYA
Chief Executive Officer
PAN: ARBPJ0742Q



Encl.: As above.

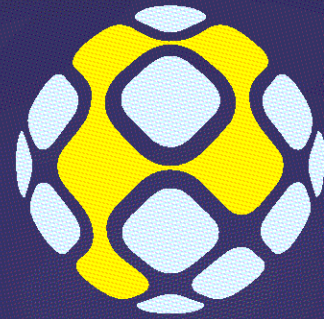
PANTH INFINITY LIMITED | CIN : L45201MP1993PLC007647

(Formerly known as 'Synergy Bizcon Limited')

+91-70439 99011 | info@panthinfinity.com | www.panthinfinity.com

Registered Office : 404, Navneet Plaza, 5/2, Old Palasia, Indore-452001, Madhya Pradesh. | Tel/Fax : 0731-4202337

Corporate Office : Plot No. - 828|829, 4th Floor, office-4, Shree Kuberji Complex, Athugar Street, Nanpura Main Road, Surat-395001, Gujarat.



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“ Multifold Growth of Business can Only be Achieved
by Natural Inspiration and Great Motivation. ”

- Shwet Koradiya
Chairman



Company Introduction

About Company

Panth infinity has been engaged in trading of diamond and precious stones for quite a few years now. The company, incorporated in 1993 with an aim to leave a mark in the industry has achieved many milestones during its life span. After having successfully set a benchmark in the diamond trading business, Panth Infinity is coming up with a unique e-commerce platform. This new revolutionary platform will not only help promote the existing brands but also lend a much desired support to the newly launched brands. The company holds a great advantage because of its significant holding in a technology firm; And once the e-commerce product is out in the market, the company will enjoy extraordinary growth and development.

Company Board



Shwet Koradiya
(Chairman)



Hitesh Patel
(Ind. Director)



Surbhi Mudgal
(Ind. Director)



Zubin Raja
(Ind. Director)



Our Values

Commitment

Our commitment towards our Shareholder's wealth is unquestionable and absolute. It is always our priority that we live up to the promises and commitments made by the company to any party whatsoever.

Transparency

Full transparency of operations and procedures should be the base of any kind of business relationship. And hence, we make sure to provide complete transparency in operations and absolute honesty in our communications.

Innovation

In the present world of excessive competition, no company can survive without an innovative approach in doing business. We have a very creative team and proficient leadership to take care of the required innovation; be it for problem solving or grabbing new opportunities or even for making new ones.



Our Philosophy

Vision

To become a trillion dollar company in order to create endless wealth and opportunities for the society.

Mission

To provide businesses with the creative and competent solutions required in becoming a full fledged Brand.



Know the CEO



Rahul Jalavadiya is an extremely motivated young man with a zest to do something beyond average. With his dynamic personality and kind heartedness, he positively inspires everyone around him. He has an extraordinarily creative acumen towards problem solving and has a very understanding heart, making him a great listener too. He is a self inspired man with clear objectives, someone who is not only confidently driven towards his goals but is also certain of achieving them.



Key Developments

Essentially a premium e-commerce store; with an extra edge that facilitates and offers complete launching pad for new products as well.

We also plan to start on another venture to provide original digital solutions for newly launched brands.

An entirely refreshing and bright focus is being drawn towards the brand name of 'JoelKart'.



This unique Indian e-commerce platform with a widespread platform for the entire industry to showcase and sell their products, is about to go live now.

Panth Infinity cares a great deal about the cumulative growth of the industry.

With our new comprehensive product, we will cater online as well as offline stores.



Business Model

ASSET LIGHT



An asset light model of business not only helps with a faster growth rate but also supports long term sustainability. This very effective business model will also help us to expand the brand value quicker than our competition. The investments are directed towards places that give high and long term return allowing the business to become more and more efficient.

The rapidly rising middle-class population & disposable incomes across the nation have kept luxury and high-value products industry flourishing. Capitalizing on this data and trend, our company aims to sell high value products and further expand the business in the same line.

HIGH VALUE PRODUCT



DEBT FREE



Our business model doesn't involve raising of any debt for the company inception or the operations. We mainly rely on the short term funds and assets while running day to day operations to fund the future growth of the company. The debt free model gives further room to the company for growth and development.



The e-commerce product to be launched by our company is one of its kinds and has not yet been tried in the market. Its exceptionality and resourcefulness makes this business plan very promising and full of potential.

With almost no other product with similar idea or design in the market, JoelKart will not have to face any serious completion in the market. With lack of competition, the company will enjoy an exclusive customer base and freedom in operations.

Every business in this era has a dream of becoming a brand. The importance and value of branding is now higher than it has ever been. With the e-commerce platform and digital solutions, we give a dedicated pathway to various businesses to actively pursue their branding dreams.

The present government has not only been vocal in the promotion of startups but also has taken various measures and actions in order to support the growth of such startups. This gives JoelKart a very healthy environment of growth and prosperity to become an international brand in the market.



'Grow Together'

Our plan will be to grow by helping other businesses grow. We will be actively supporting new startups & existing sellers in the market via our e-commerce platform and digital solutions. With a boom in the startups market, this strategy sounds extremely promising and bound to generate results.

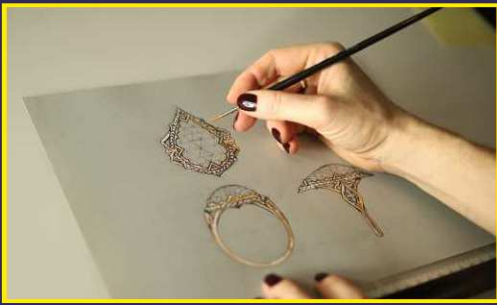


A specific platform for valuable products will provide a special attention to such line of product and give us a unique specialization in this market segment. The customers will have a clear idea of what to find where and it will help us promote the sales of products much more effectively and efficiently.

We have a very specific plan and idea in mind of how we will enter the market, penetrate it and capitalize the existing opportunities. This plan includes a very important strategy of entering the market with a unique style of doing business. Our extremely innovative team and creative minds will make sure that our approach is as ground-breaking as it gets.



The ecommerce market has some players that might project as a direct competition to our business. But our uniqueness and fresh idea is sure to rule out the risk of any such competition. A certain level of competition will also be healthy as it will constantly motivate us to improve and do better than yesterday.



It is a daunting task to create a special jewellery e-tailor as it is extremely hard to predict what the customers want from the platform. Also, it will be a task to draw attention of the specific market segments as well as create a comprehensive platform for all.

It is not easy to establish the presence of a new startup in the entire country. Hence, it will be a challenge to create a speedy presence in each city and country. We look forward to win this challenge with the help of creative marketing strategy and promotional tools. Our dedicated sales and marketing team has been working day and night to draft a plan to meet this goal.



Competitive Edge



LOW COST

The business model is such that the cost of operations is very low. Low cost presents the company with fresh opportunities to further focus and develop various important aspects and corners of the business.



INCLUSIVE BENEFITS

Having significant holding in a well operational technological firm gives an unmatched competitive edge to our company. This not only helps us further with cost cutting, but most importantly helps us execute our plans with great efficiency. The e-commerce platform is entirely based on technology, and having in house access and production of such technology gives us a golden chance to become market leaders.



EXPERT LEADERSHIP

Our management as well as the leadership has the ability to do what needs to be done, without influence from other people or situations. Their self inspired personality helps them find a reason and strength to complete a task no matter how challenging and complicated the situation is.



Expected Results



1

INCREASE
IN
POPULARITY



2

INCREASE
IN
PROFITABILITY



3

DEVELOPING
STRONG
BRAND
VALUE



4

CREATING
SHARE
HOLDER'S
WEALTH

CORPORATE INFORMATION



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DISCLAIMER : Company has changed it's name from Synergy Bizcon Limited toPanth Infinity Limited as a part of corporate rebranding activities. Certain Statement in this Document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like, Government Actions, Local Political or Economic Developments, Technological Risks and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Panth Infinity Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.