



WSFx Global Pay Limited
Formerly known as "Wall Street Finance Ltd."

Unit No. 603, 6th Floor, Wing C,
Corporate Avenue, New AK Link Road,
Chakala, Opp. Solitaire Corporate Park,
Andheri (East), Mumbai - 400 093.
CIN No. L99999MH1986PLC039660

Date: April 11, 2025

To,
The Manager,
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

Subject: Intimation of Change in the Logo of the Company

Scrip ID: WSFX
Scrip Code: 511147

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has changed its Logo. The Company hereby unveils and reveals its new brand identity on April 11, 2025 to emphasize its continued pursuit of enhancing possibilities in global landscape.

The Company hereby informs the exchange about the change in the logo as under:

Existing Logo	New Logo
	

Purpose of New Logo: As part of our continued efforts to stay ahead in a rapidly evolving global landscape, we propose a strategic update to our brand identity - specifically, a redesigned logo featuring a contemporary textual theme that places greater emphasis on the "Global Pay" identity. This change reflects emerging trends in the global payments ecosystem and reinforces our positioning as a modern, agile, and globally relevant financial services provider.

With a focused strategy to serve international travellers and cross-border consumers, it is essential that our visual identity evolves in alignment with our business direction. The new logo is a key component of this alignment, helping articulate our brand promise - smart, seamless, and



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www.wsfx.in



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secure global payments. It is also intended to resonate with new-age consumers who prioritise design simplicity, clarity, and digital-first experiences.

This initiative strengthens our overall brand positioning and supports our broader vision of establishing WSFx Global Pay as a trusted, progressive, and trend-aligned name in the global payments landscape.

This is for your information and records.

Thanking You,

Yours faithfully,
For WSFx Global Pay Limited

Khushboo Doshi
Company Secretary



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