

Date: March 25, 2026

To,  
**BSE Limited,**  
P.J. Towers,  
Dalal Street, Fort,  
Mumbai - 400 001.

Dear Sir/Madam,

**Subject: Intimation of Product Innovation Announcement - SiteGrowth AI.**

**Reference: Identixweb Limited (Id: IDENTIXWEB; Code: 544388)**

We wish to inform that Company has initiated the commencement of Research & Development of "SiteGrowth AI" - An AI-Powered Organic Growth Engine for SaaS & Business Websites.

At present, the initiative is at the research and feasibility stage, and the Company is evaluating various technical, commercial and operational aspects of the platform. Further updates, if any, or any material developments occur, will be informed to the stock exchange in due course.

The Company will suitably notify the stakeholders once the product is launched.

Further details regarding Research & Development of proposed product are enclosed herewith for your reference.

The above information is also available on the website of the Company <https://www.identixweb.com/investors/>.

Kindly take the above information on your record.

Thanking you,

Yours faithfully,

For, **IDENTIXWEB LIMITED**  
**(Formerly Known as Identixweb Private Limited)**



**Priyankkumar Savani**  
**Chairman and Managing Director**  
**DIN: 08562699**

**Place: Surat**

**iDentixweb Limited**

**(Formerly Known as iDentixweb Private Limited)**

**CIN: U72100GJ2017PLC098473**

**Registered Office:** 1<sup>st</sup> Floor, Plot No. 240, C. S. No. 1730, Nehru Nagar, L. H. Road, Sy No. 46/A+2, Tps-4, Surat – 395006, Gujarat, India

**Phone:** +91 76000 84536;

**Email:** [compliance@identixweb.com](mailto:compliance@identixweb.com)

Identixweb Limited Announces Research &amp; Development of

# SiteGrowth AI

*An AI-Powered Organic Growth Engine for SaaS & Business Websites*

Concept Phase · Active Research · Pre-Development

## AT A GLANCE

<b>Company</b>	Identixweb Limited (BSE Listed)
<b>Product Name</b>	SiteGrowth AI — Site Traffic & Conversion Growth Engine
<b>Product Stage</b>	Idea Phase · Ongoing Research & Feasibility Study
<b>Domain</b>	AI-Driven SEO Automation, Programmatic Content Generation
<b>Target Market</b>	SaaS Companies, E-Commerce Platforms, Businesses Sites
<b>Initial Use Case</b>	Identixweb's own products: Identixweb.com, icartupsell.com, Munim

## ABOUT THE PRODUCT

Identixweb Limited is pleased to announce the commencement of research and conceptual development of SiteGrowth AI — a proposed AI-driven platform designed to automate organic website traffic growth through intelligent content generation, programmatic SEO, and data-guided publishing workflows.

The product concept addresses a widely recognized challenge faced by any businesses: generating consistent, high-quality organic traffic at scale without proportionally increasing marketing headcount. SiteGrowth AI aims to solve this by integrating artificial intelligence with established SEO methodologies into a single, automated engine.

At its core, the platform is being conceptualized around the principle: AI + Data + Strategy = Growth.

## WHAT WE ARE EXPLORING

- ✓ AI Content Generation at Scale
- ✓ Competitor SEO Gap Analysis
- ✓ Programmatic Page Architecture
- ✓ Technical SEO Automation
- ✓ Automated Internal Linking
- ✓ Search Console Integration
- ✓ Google & Bing Indexation API
- ✓ Performance Analytics Dashboard
- ✓ Answer Engine Optimization (AEO)

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## PROPOSED PRODUCT CAPABILITIES

	MODULE	PROPOSED FUNCTION
01	<b>SEO Opportunity Discovery</b>	Automated competitor analysis, keyword gap identification, and content roadmap generation based on search trend data
02	<b>Programmatic Page Design</b>	Template-driven creation of industry pages, how-to guides, glossary pages, and comparison articles at scale
03	<b>AI Content Pipeline</b>	AI-drafted content with brand voice calibration, BLUF structure enforcement, and human review checkpoints before publishing
04	<b>Technical SEO Automation</b>	Auto-implementation of schema markup, meta tags, URL taxonomy, sitemap management, and Core Web Vitals compliance
05	<b>Indexation Engine</b>	Proactive URL submission to Google and Bing via Search Console APIs to accelerate page discovery and ranking
06	<b>Analytics &amp; Iteration</b>	Unified dashboard tracking organic traffic, keyword rankings, indexation status, and AI-generated content performance

## STRATEGIC RATIONALE

Organic search remains the highest-ROI digital marketing channel for SaaS businesses, yet most companies lack the resources to produce content consistently at the volume modern SEO demands. Identixweb's internal products — including its portfolio of Shopify applications — face this exact constraint.

SiteGrowth AI is being conceptualized first as an internal growth tool for Identixweb's own product suite, with a longer-term vision of offering the platform as a standalone SaaS product to other digital businesses. The research phase is examining technical feasibility, AI model selection, third-party API integrations, and the product's commercial positioning.

### IMPORTANT NOTICE — FORWARD-LOOKING STATEMENTS

*This announcement contains forward-looking statements regarding a product concept currently in the idea and research phase. The product described herein — SiteGrowth AI — has not yet entered active development. There is no assurance that the product will be developed, launched, or commercialized as described. All capabilities, timelines, and market opportunities referenced are based on preliminary research and internal assessments. This announcement does not constitute a commitment to any specific product launch, financial outcome, or commercial milestone. Identixweb Limited will provide further updates as the research and development process progresses, in accordance with applicable disclosure obligations.*

## ABOUT IDENTIXWEB LIMITED

Identixweb Limited is a publicly listed technology company specializing in IT services, Shopify application development, and SaaS product innovation. The company core business verticals: Identixweb (Shopify apps and web development solutions). With over a decade of full-stack development expertise, Identixweb serves clients and users across India and globally.

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