



ARHAM
TECHNOLOGIES LIMITED

(Erstwhile Arham Technologies Private Limited)

CIN: L52335CT2013PLC001207

Regd. Office & Factory: Plot No. 15, Electronic Manufacturing Cluster, Sector-22, Village Tuta, Atal Nagar Nava Raipur, Raipur, Chhattisgarh, 492015. Tel: 9925130931. Email- support@arhamtechnologies.co.in

Corporate Office: 5, Chirakoot Complex, Opp. Vyavsayik Sahkari Bank, Jawahar Nagar, Raipur, Chhattisgarh, 492001.

Tel-07712223415. www.arhamtechnologies.co.in

Date: 15/10/2026

To,

The Listing Department

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,

Bandra-Kurla Complex, Bandra (East),

Mumbai – 400051

Subject: Intimation of Press Release – STARSHINE Brand Marketing Campaign Featuring Vicky Kaushal.

Symbol: (NSE-SME: ARHAM) ISIN: INE0L2Y01011

Dear Sir/Madam,

Please find enclosed a press release titled “**Arham Technologies Commences Brand Marketing Campaign for STARSHINE Featuring Brand Ambassador Vicky Kaushal.**”

The press release provides details of the Company’s brand marketing campaign for its flagship brand, STARSHINE, featuring its brand ambassador, Mr. Vicky Kaushal, aimed at strengthening brand visibility and expanding consumer awareness across India.

We request you to kindly take the above information and the enclosed press release on record.

Thanking you,

Yours faithfully,

For Arham Technologies Limited

POOJA
AVINASH
GANDHEWAR

Digitally signed by
POOJA AVINASH
GANDHEWAR
Date: 2026.10.15
12:24:37 +05'30'

Pooja Avinash Gandhewar

Company Secretary cum Compliance Officer

Encl.: Press Release

Arham Technologies Commences Brand Marketing Campaign for STARSHINE Featuring Brand Ambassador Vicky Kaushal

Raipur, 15th October 2026: Arham Technologies Limited (NSE-SME: ARHAM), a consumer electronics brand and manufacturer under its flagship brand STARSHINE, has **commenced its brand marketing campaign featuring Bollywood actor Vicky Kaushal**. The brand marketing campaign commenced during first day of Navratri as part of Arham Technologies' efforts to strengthen STARSHINE's brand presence. As part of the ongoing campaign, **Mr. Kaushal shared the STARSHINE television advertisement on his official Instagram handle yesterday**, further extending the campaign's reach and visibility across his digital audience.

Click here to watch the Advertisement: [Link](#)

The campaign marks an important step in Arham Technologies' ongoing efforts to strengthen STARSHINE's brand identity and expand consumer awareness across India. The Company has consistently highlighted brand building as a key focus area, alongside expanding its product portfolio and distribution reach in the consumer electronics market.

Through its association with Vicky Kaushal, STARSHINE aims to **build stronger brand recognition and connect with a wider consumer base**. The campaign is intended to complement the Company's distribution network by providing dealers and distributors with greater brand visibility and marketing support, particularly in **Tier 2, Tier 3 and Tier 4 markets, where consumer awareness and brand recall can play an important role in purchasing decisions**.

Mr. Ankit Jain, Executive Director and Chief Financial Officer, commented, *“As we had outlined during our fundraise last year, building and strengthening our own brand has been a key part of our long-term vision for STARSHINE. Appointing Mr. Vicky Kaushal as the brand ambassador was an important step in that direction, and we are now moving ahead with actively leveraging this association through our brand marketing initiatives. His reach and recognition provide us with an opportunity to create stronger brand impressions and improve STARSHINE's visibility among consumers. We also see this as an important support for our dealers and distributors, who can leverage greater brand awareness in their respective markets. Our objective is to continue investing in STARSHINE's brand presence and build a stronger connect with consumers across India.”*

About Arham Technologies Limited:

Arham Technologies Limited is a leading Electronics Manufacturer and Original Equipment Manufacturer (OEM) specializing in Smart LED Televisions under the premium STARSHINE and economy ARATTON brand. Incorporated in 2013 and based in Raipur, Chhattisgarh, the company operates from the Electronic Manufacturing Cluster in New Raipur with State-Of-The-Art facilities including 1K standard clean rooms and advanced testing protocols. The company has established itself as a dominant player in Central India's consumer electronics sector, manufacturing LED Smart TVs, Ceiling Fans, Air Coolers along with other appliances like Washing Machines, and Mixer Grinders for both B2B and B2C segments.

Our website- arhamtechnologies.co.in/

For more information, contact:

Arham Technologies Ltd	Merlin Capital Advisors
Mrs. Pooja Avinash Gandhewar Company Secretary cum Compliance Officer Email: cs@arhamtechnologies.co.in	Mr. Ayush Divecha Contact: +91 81048 55515 Email: ir@merlincapital.co.in
