

July 9, 2025

**BSE Limited**

Floor 25, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai — 400 001.

**The National Stock Exchange of India Ltd**

Exchange Plaza, Bandra-Kurla Complex,  
Sandra (E), Mumbai - 400051.

Scrip: 532805

Symbol: REDINGTON

Dear Sir/Madam,

**Sub: Press Release.**

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Please find enclosed a copy of the press release announcing Redington's collaboration with AWS.

This will also be available on the Company's website at <https://redingtongroup.com/corporate-announcement/>

This is for information purposes only.

**For Redington Limited**

**K Vijayshyam Acharya**  
**Company Secretary**

## REDINGTON COLLABORATES WITH AWS TO IMPLEMENT DOWNSTREAM STRATEGIC DISTRIBUTION AGREEMENT

**Chennai, July 8, 2025** - Redington Limited has signed a Revenue Acceleration Pilot (REAP) contract with Amazon Web Services (AWS), establishing a "downstream" Strategic Distribution Agreement. This approach allows Redington to extend the benefits it receives from AWS to other partners in its network.

The REAP program is designed to help high-potential AWS Partner Network (APN) partners tap into the combined technical expertise and strengths of both AWS and Redington. By leveraging shared resources, funding, and strategic support, the program empowers partners to drive impactful business outcomes for their customers.

*"At Redington, we are committed to driving cloud adoption at scale by empowering our partners with the right resources, expertise, and strategic support," said **Sridhar S, Executive Vice President, Redington Limited**. "The REAP program with AWS allows us to lead transformative initiatives that foster innovation and sustainable growth. Through strategic investments in upskilling, go-to-market capabilities, and cloud transformation, we are cultivating an ecosystem that enables partners to scale. This allows our partners to effectively unlock new opportunities and bring about the digital transformation and tangible business outcomes that customers are seeking in the dynamic cloud environment."*

*"Redington exemplifies what we value in a strategic distributor – strong technical capabilities, broad market reach, and a shared mission to democratize technology. Through this REAP initiative, we're not just accelerating cloud adoption; we're enabling transformative, partner-led growth that aligns with the scale and ambition of our customers across India," **Praveen Sridhar, Head of Partner Business, AWS India and South Asia**.*

With this collaboration, Redington can support and empower partners through developing customized go-to-market strategies for customer segments and providing partners with the necessary resources, technical guidance, training, and marketing assistance to accelerate cloud transformation. The program facilitates partner-led initiatives for business development, fostering growth and innovation.

Leveraging Redington's extensive experience and deep market presence, this program will illustrate the efficacy of a distributor-managed downstream collaboration model. Under Redington's leadership, the program will showcase how this approach supports cloud adoption among mid-tier partners who may lack direct access to comprehensive AWS resources.

### **About Redington Ltd:**

Redington Limited (NSE: REDINGTON; BSE:532805), a leading technology solutions provider and a Fortune India 500 company, empowers businesses in their digital transformation journeys by addressing technology friction – the gap between innovation and adoption. With its presence across 40 markets, 450+ brand associations, and 70,000+ channel partners, Redington enables seamless and end-to-end distribution for all categories of IT/ITeS, Telecom, Lifestyle, and Solar products in India, Singapore, South Asia, Middle-East, Africa and Turkey. Through its focus on innovation and partnerships, Redington remains a trusted distributor of products, services, and solutions across the globe.

**For more details, please visit:** <https://redingtongroup.com/>

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