



BRANDMAN RETAIL LIMITED

Formerly known as Brandman Retail Private Limited
CIN: L52399DL2021PLC383350 | GSTIN: 07AAJCB9668D1ZC
Website: brandmanretail.com

Date: 03.06.2026

**To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051**

Symbol: BRANDMAN

Sub: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI LODR Regulations, 2015): Press Release

In pursuance of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company has issued a press release today with the following titles:

1. Skechers India taps Brandman Retail to manage e-comm marketplace portfolio (**Annexure A**)
2. Skechers joins hands with Brandman Retail for India Market Expansion (**Annexure B**)
3. Skechers appoints Brandman Retail as Authorised Reseller in India (**Annexure C**)
4. Brandman Retail partners with Skechers in India (**Annexure D**)

We request you to kindly take the same on record and oblige.

Yours faithfully,

For Brandman Retail Limited



Arun Malhotra
Managing Director
DIN: 01392489



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Annexure A

Skechers India has appointed Brandman Retail as an authorized re-seller to manage its presence across select online marketplaces.

Under the agreement, Brandman Retail will handle Skechers' business across Amazon, Flipkart, Myntra, Ajio, Tata CLiQ, and Nykaa Fashion, in addition to select quick-commerce platforms. The Delhi-based distributor will be responsible for product availability, pricing control, and compliance with Skechers' global brand guidelines.

Commenting on the partnership, Arun Malhotra, Director, Brandman Retail, said, "E-commerce continues to be a key growth driver in India's retail landscape. Our partnership with Skechers is focused on building a robust and scalable digital ecosystem that not only enhances brand visibility but also delivers a seamless and consistent consumer experience across platforms."

Founded in 2021, Brandman Retail distributes and retails international sports and lifestyle brands in India, with a portfolio that includes New Balance, Saucony, On Running, Anta, Wilson, and Rockport.

Skechers South Asia Pvt. Ltd., a wholly-owned subsidiary of California-based Skechers U.S.A., Inc., operates the brand's business in India. The parent company, a Fortune 500 firm, sells across 180 countries through roughly 5,300 retail stores and its own website.

Annexure B

The partnership will extend across leading e-commerce platforms such as Amazon, Flipkart, Myntra, Ajio, Tata CLiQ, and Nykaa Fashion, along with a few fast-growing quick-commerce channels.

Brandman Retail, an India-focused distributor and retailer of international sports and lifestyle brands, has entered into a strategic partnership with Skechers in India. Under the agreement, Brandman Retail has been appointed as an authorized re-seller by Skechers India for managing select marketplace businesses. As an authorized online distribution and management partner, Brandman will ensure authentic product availability, controlled pricing, and adherence to Skechers' global brand guidelines.

The partnership will extend across leading e-commerce platforms such as Amazon, Flipkart, Myntra, Ajio, Tata CLiQ, and Nykaa Fashion, along with a few fast-growing quick-commerce channels. The focus will be on delivering consistent brand representation, optimized merchandising, and improved discoverability across digital channels.

Commenting on the partnership, Arun Malhotra, Director, Brandman Retail, said: *"E-commerce continues to be a key growth driver in India's retail landscape. Our partnership with Skechers is focused on building a robust and scalable digital ecosystem that not only enhances brand visibility but also delivers a seamless and consistent consumer experience across platforms."*

The structure of the partnership allows for future scalability maintaining strict alignment with Skechers' global brand standards.

Annexure C

The partnership will extend across leading ecommerce platforms such as Amazon, Flipkart, Myntra, Ajio, Tata CLiQ and Nykaa Fashion

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As an authorised online distribution and management partner, Brandman will ensure authentic product availability, controlled pricing and adherence to Skechers' global brand guidelines, the company said.

The partnership will extend across leading ecommerce platforms such as Amazon, Flipkart, Myntra, Ajo, Tata CLiQ and Nykaa Fashion, along with a few fast-growing quick-commerce channels. The focus will be on delivering consistent brand representation, optimised merchandising and improved discoverability across digital channels.

"Ecommerce continues to be a key growth driver in India's retail landscape. Our partnership with Skechers is focused on building a robust and scalable digital ecosystem that not only enhances brand visibility but also delivers a seamless and consistent consumer experience across platforms," stated Arun Malhotra, Director, Brandman Retail.

Brandman Retail is targeting 30 to 40 per cent growth over the next 12 to 18 months, supported by stronger omnichannel integration and an expanded retail footprint, Arun Malhotra, Founder and Managing Director, Brandman Retail, told BW Retail World earlier.

Adding to this, Kashika Malhotra, Director, Brandman Retail, said the company is witnessing a clear shift in consumer preferences, particularly among Gen Z shoppers who are increasingly gravitating towards performance-oriented and wellness-driven brands. Both Arun and Kashika noted that the company is betting on tier 2 and 3 markets, airport retail and community-led engagement to deepen its premium sportswear play, while rolling out ten Anta and four Wilson stores this fiscal.

Annexure D:

As an authorised online distribution and management partner, Brandman will ensure the availability of authentic products, controlled pricing, and adherence to Skechers' global brand guidelines.

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The structure of the partnership allows for future scalability maintaining strict alignment with Skechers' global brand standards.

Founded in 2021, Brandman Retail is a leading retail operator and distribution partner for global brands including New Balance, Saucony, Anta, Wilson, Rockport and On Running. The company focuses on omnichannel retail strategy, brand licensing and experience-led commerce to bring international lifestyle and sports brands to the Indian market.