

August 05, 2026

The Secretary
BSE Limited
Pheeroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 531595

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: CGCL

Sub: Press Release – Capri Loans Unveils Integrated Brand Campaign Featuring Nayanthara; Launches New Gold Loan Film Reinforcing Trust and Financial Empowerment

Dear Sir/Ma'am,

Please find enclosed the Press Release titled “Capri Loans Unveils Integrated Brand Campaign Featuring Nayanthara; Launches New Gold Loan Film Reinforcing Trust and Financial Empowerment”.

The Company one of the leading diversified non-banking financial companies (NBFC) operating under the brand name 'Capri Loans', has launched its latest integrated brand campaign featuring acclaimed actor Nayanthara. Built around the theme of #DreamsGetWings for the Brand film and #TryCapriGoldLoans for the Gold Loan film, the campaign reinforces Capri Loans' commitment to accessible, transparent and customer-centric financial solutions.

The aforesaid Press Release will be made available on the Company's website at www.capriloads.in.

You are requested to kindly take the same on record.

The said intimation was received by the Company on August 05, 2026 at 03:02 P.M.

Thanking you,

Yours faithfully,
for Capri Global Capital Limited

A handwritten signature in blue ink, appearing to read "Bhatt 70", with a horizontal line underneath.

Yashesh Bhatt
Company Secretary & Compliance Officer
Membership No.: A20491
Encl.: As above



Capri Global Capital Limited

(CIN: L65921MH1994PLC173469)

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Capri Loans Unveils Integrated Brand Campaign Featuring Nayanthara; Launches New Gold Loan Film Reinforcing Trust and Financial Empowerment

- *Campaign that celebrates the aspirations of everyday Indians*

Mumbai, 5th August 2026: Capri Global Capital Ltd. (CGCL), one of the leading diversified non-banking financial companies (NBFC) operating under the brand name 'Capri Loans', has launched its latest integrated brand campaign featuring acclaimed actor Nayanthara. Built around the theme of **#DreamsGetWings for the Brand film and #TryCapriGoldLoans for the Gold Loan film**, the campaign reinforces Capri Loans' commitment to accessible, transparent and customer-centric financial solutions.

The brand film celebrates the journey of Nayanthara and the inspiration she draws from the resilience and aspirations of everyday Indians, from farmers and entrepreneurs to artisans and working professionals, as she introduces them to Capri Loans. It positions Capri Loans as a trusted financial partner that empowers customers at every stage of their journey by providing them timely financial support.

The Gold Loan film encourages customers to view gold not just as jewellery but as a valuable financial asset. Through a heartfelt interaction, Nayanthara highlights how Capri Loans enables customers to unlock the value of their gold through a transparent, respectful and secure lending process, offering quick access to funds with dignity, trust and peace of mind.

Commenting on the campaign, **Mr. Nishant Gehlot, Head – Marketing, Capri Global Capital Limited**, said:

"At Capri Loans, every campaign we create begins with a simple belief that access to the right financial support can empower people to move forward with confidence. Through our #DreamsGetWings campaign, we wanted to celebrate the aspirations of millions of Indians and position Capri Loans as a trusted partner in helping them achieve those dreams. The Gold Loan film further builds on this thought by encouraging customers to view gold not just as jewellery, but as a valuable financial asset that can provide timely support during life's important moments. With Nayanthara bringing authenticity and warmth to both narratives, we believe these films will resonate strongly with audiences while reinforcing our promise of trust, respect and customer-first service."

The integrated campaign entails a comprehensive multimedia strategy spanning across television, print and digital platforms, supported by social media and prominent on-ground visibility, featuring Nayanthara, ensuring a consistent brand experience across all customer touchpoints.

Through meaningful storytelling and practical financial solutions, the campaign aims to strengthen Capri Loans' presence across Southern India, deepen emotional connections with customers, and inspire them to pursue their aspirations with the confidence of having a trusted financial partner by their side.

With this campaign, Capri Loans further reinforces its position as one of India's fastest-growing retail-focused NBFCs, offering innovative, accessible, transparent and trust-led lending solutions.

Campaign Assets

Brand Film:

- Hindi: <https://www.youtube.com/watch?v=XijyDMdmGV0>
- Telugu: <https://www.youtube.com/watch?v=RuxlrzpU3aw>
- Kannada: <https://www.youtube.com/watch?v=oiA9eTP99OE>
- Tamil: <https://youtu.be/3w9z8HMPs94?si=tshAAcudLRxF16qz>
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Gold Loan Film:

- Hindi: https://youtu.be/Oqn8skLmZUQ?si=OuXCC0i2sMybKk_G
- Telugu: <https://youtu.be/LinDZsZ9zbs?si=65iYUft8rfjVuXIA>
- Kannada: https://youtu.be/0NxNJ6W6xbQ?si=OKjgBQUkx_eXBllk
- Tamil: <https://youtu.be/u1N-Rr0amT8?si=hrpaNnF9nx3WZUg>

About Capri Global Capital Ltd:

Capri Global Capital Limited (“Capri Loans”) is a well-diversified retail focused Non-Banking Financial Company listed on the BSE and the NSE. Capri Loans has an AUM of over Rs. 40,000 crores and serves a customer base of over 7.6 Lakhs, through 1,400+ branches and employee base of 13,700+ as of June 30th, 2026 across pan India. Capri Loans offers a wide range of secured and collateralized loans across four primary lending segments – Gold Loans, MSME Loans, Construction Finance and Housing Loans offered through its 100% subsidiary, Capri Global Housing Finance Limited (“CGHFL”). Capri Loans also has fee-based businesses such as insurance distribution through corporate agency license and distribution of car loans through its subsidiary Capri Loans Car Platform Private Limited (“CLCPPL”).

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