

Date: 02.03.2020

To,
Listing Department (NSE Emerge Platform)
National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

SCRIPT CODE: DANGEE

Dear Sirs,

Pursuant to provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, We are pleased to inform you that Dangee Dums has launched "Yums" a new sub-brand of dessert cafe to set an attractive high growth stores and Company is happy to announce the launch of four new Yums stores in this financial year.

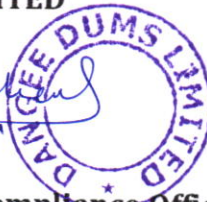
With this launch, the company stores came up in Shyamal, Bopal and Shahibaug area in Ahmadabad, and Adajan area in Surat. However, to balance these store openings, the smaller format stores in these four regions were closed. The details of the store opening and closing is given in the enclosed 'Annexure A'.

This is for your information and to all concerned.

Thanking you,

Yours faithfully,
For, DANGEE DUMS LIMITED


Shyamsunder Panchal
Company Secretary & Compliance Officer



Encl.: As above

DANGEE DUMS LIMITED

(Formerly Known as Aromen Hospitality Pvt Ltd)

Registered Address : 4/A, Ketan Society, Nr Sardar Patel Colony, Naranpura, Ahmedabad - 380014

www.dangedums.com | 079-2768 1878 / 98980 88885 | cs@dangedums.com | **CIN Number :** L55101GJ2010PLC061983

DANGEE DUMS LIMITED OPEN A NEW "YUMS" SUB-BRAND OF DESSERT CAFÉ STORES IN AHMEDBAD & SURAT, GUJARAT

Recognizing its obligation as a responsible listed entity to maximize value accretion for its shareholders, Dangee Dums Limited regularly reviews its store portfolio for additions, relocations and closures. The additions can be to cater to a new locality not serviced by the current set of stores. The relocations can be in response to failure to meet internal growth targets where analysis suggests location as the impeding factor. Finally, the closures are for stores that do not meet internal growth criteria but where the reason for this is not location (location part is covered in relocations).

After careful deliberations the company adjusted its store network mainly through two store relocations. The first instance was the store at Motera, Ahmedabad which was shifted to New CG road, Ahmedabad, this was done keeping in mind new developments as well as the fact that the Motera, Ahmedabad cluster was covered by an existing store at 4D Square mall in the same region. The other store instance was in near Ahmedabad Stadium area, for this store the company has also experimented with store look and feel and product mix, the company hopes that the success of this layout would portend the future of its smaller format of stores. The company has made no independent store additions this year as the idea was to focus and optimize the current network after the rapid expansion of the last few years. There has also been no independent store closure since the stores showed growth despite operating in a challenging economic environment.

In addition to all of this, since the launch of Yums sub-brand of dessert café stores the management also looks at the portfolio of stores set in attractive high-growth clusters for the feasibility of a Yums store. As part of this exercise the company is happy to announce the launch of four new Yums stores in this financial year. The stores came up in Shyamal, Bopal and Shahibaug area in Ahmedabad, and Adajan area in Surat. To balance these store openings, the smaller format stores in these four regions were closed.

Store additions, closures and relocations are part for the course of any retail business and as a company we are committed to pursue growth through prudent adjustments to our store network.

About Dangee Dums Limited:

Dangee Dums is a purveyor of western dessert products. The brand began its journey on August 13, 2010 as a boutique store of high-end chocolates. The brand has found its niche in democratizing consumption of high quality cakes and pastries. The company operates through a Company Owned Company Operated model (COCO). Dangee Dums currently operates across two formats, the regular Dangee Dums stores (around 300 square feet) which is cakery format and Dangee Dums Yums (1200 square feet+) which is a dessert café format. The company currently operates through 79 COCO stores across two formats. Of the 79 stores, five stores (Panjarapole, Shyamal, Bopal, Shahibaug, Adajan) are in the Yums format and the other 74 are regular cakery format stores. The brand is present in five cities with 45 stores in Ahmedabad, 18 stores in Surat, 9 stores in Baroda, 3 stores in Anand and 3 stores in Gandhinagar. The company manufactures all products sold under its label at its state-of-the-art manufacturing facility at Piplaj; spread over 25,000 square feet.

For further information, please visit: <http://www.dangeedums.com/>

Share your feedback at customerservice@dangeedums.com