



Ecoline Exim Limited

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CIN : U51900WB2008PLC127429

Date: 17th June, 2026

To,
The Manager,
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block, Bandra - Kurla Complex,
Bandra (E), Mumbai - 400 051, Maharashtra, India

NSE Symbol: ECOLINE
ISIN: INE0VBS01016

Subject: General Update – Entry into Polyester Backpack Manufacturing and Domestic Go-to-Market Strategy

Dear Sir / Madam,

In compliance with **Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, Ecoline Exim Limited hereby submits this General Update regarding its strategic entry into Polyester Backpack Manufacturing and the Company's go-to-market strategy for the same.

1 BACKGROUND & STRATEGIC RATIONALE

The Company, presently engaged in manufacture and export of eco-friendly jute, cotton, and non-woven bags, has identified the domestic polyester backpack segment as a high-potential adjacency directly aligned with its existing manufacturing capabilities and infrastructure.

USD 20 Bn Global Market (2025)	USD 37 Bn Global by 2032	₹10,000 Cr India Market (2025)
67% Population under 40	~5% CAGR Projected Growth	₹3,500–4,000 Cr Polyester TAM

Approximately **67% of India's population – nearly 970 million people – are below the age of 40**. This is the Company's primary target demographic. Polyester backpacks, particularly **school bags and laptop bags**, represent the highest-utility recurring-purchase categories for this cohort, together accounting for the bulk of volume demand in the segment.

The domestic market presents a structural white space: while large national brands operate at one end and a fragmented unorganised base at the other, **there is presently no credible organised mid-tier manufacturer** capable of serving large B2B and institutional buyers at scale. The Company intends to occupy this gap.



2 CURRENT STATUS

The Company has already commenced operations in this category. As of **30th April 2026**, the Company holds confirmed domestic orders for **60,000 polyester backpacks** from a reputed Indian brand, and in collaboration with them, have secured orders from supermarkets, which presently in active fulfilment – serving as proof-of-concept for the Company's manufacturing capability in this new category.

3 GO-TO-MARKET STRATEGY – FIVE CHANNELS

The Company's domestic go-to-market strategy for polyester backpacks is structured across five distinct channels:

#	Channel	Description
01	Corporate & Enterprise Sales	Engaging large corporate clients – with a focused emphasis on the IT sector – for branded laptop bags and backpacks for employee use and corporate gifting programmes.
02	White Label Manufacturing	Positioning Ecoline as the preferred white-label manufacturing partner for domestic brands PAN-India, enabling quality polyester backpacks without capital investment in production infrastructure.
03	Organised Retail	Supply to organised supermarket chains in collaboration with the Indian Brand. Orders have been secured and are presently in active fulfilment.
04	Institutional & Schools	Bulk supply partnerships with schools and educational institutions – targeting the large and recurring annual demand from India's estimated 260 million school-going students.
05	Export Markets	Following domestic proof-of-concept, extension of the backpack category to Ecoline's existing buyer network across 35+ countries, leveraging established export infrastructure.

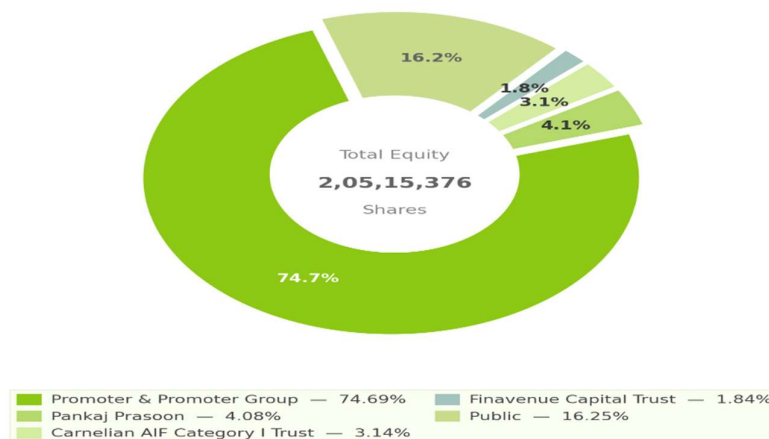
4 COMPETITIVE POSITIONING

The Company is well-positioned to execute this strategy on the basis of: **(a)** existing polyester-based manufacturing capabilities and quality management systems; **(b)** cost-competitive raw material access and skilled labour; **(c)** established supply chain infrastructure; and **(d)** the forthcoming Ahmedabad facility, proximate to **Mundra Port**, which will enhance production capacity and reduce logistics costs.

5 SHAREHOLDING PATTERN

The current shareholding pattern of the Company is set out below for reference:

Shareholding Pattern – Ecoline Exim Limited



Shareholder / Category	% Holding
Promoter & Promoter Group	74.69%
Pankaj Prasoon	4.08%
Carnelian AIF Category I Trust - Scheme 1	3.14%
Finavenue Capital Trust - Growth Fund	1.84%
Public	16.25%
Total	100.00%

6 DISCLAIMER

This update is furnished for informational purposes pursuant to the Company's continuous disclosure obligations under SEBI LODR 2015. It does not constitute a profit forecast, financial guidance, or binding commitment. Actual results may vary from the estimates and market data referenced herein.

We request you to take the above on record.

Thanking you,
Yours faithfully,

For Ecoline Exim Limited

Sonum Jain
Company Secretary and Compliance Officer
Membership no. - A54135