

To,
Listing Compliance Department,
The National Stock Exchange of India Ltd.,
(Through NEAPS)
Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

Listing Compliance Department
BSE Limited
(Through BSE Listing Centre)
Scrip Code: 543626

Dear Sir/Madam,

Sub: Intimation under Regulation 30 read with Schedule III of SEBI (LODR) Regulations, 2015.

Pursuant to Regulation 30(4) of SEBI (LODR) 2015, we are writing to inform you of a significant change in our company's retail strategy at one of our stores situated at Municipal No. 5-4-14 & 14/1, Nizamshahi Road, Abids, Hyderabad, Telangana – 500001, measuring an area of 2,000 sq. ft., approximately, details of which are elaborated below.

We are transitioning one of our **Exclusive brand outlets (EBO) “Samsung Store”, to an Exclusive brand outlet of “Haier Store”**, while continuing to sell Samsung products in our other multi-brand outlets. This strategic move focuses on leveraging Haier’s strong presence in the large appliances segment, refrigerators, washing machines, and air conditioners to drive growth, strengthen brand positioning, and enhance market share. The dedicated Haier store will provide a focused brand experience, superior product availability, expert guidance, and specialized after-sales support, ensuring convenience and confidence in their purchase. This approach aims to achieve sustainable growth by aligning customer satisfaction with business objectives.

Focused Brand Experience	Customers get a dedicated Haier store, making it easier to explore large appliances like refrigerators, washing machines, and air conditioners with expert guidance
Enhanced Growth Potential	Leveraging Haier’s strong market reputation in large appliances will boost sales, market share, and overall revenue.
Improved Customer Support:	Specialized after-sales service and product support increase customer satisfaction and trust, strengthening long-term loyalty.

We believe this change will significantly benefit our customers and stakeholders.

We request that you kindly take the above information on record.

Thanking You,
For and on behalf of **Electronics Mart India Limited**

Rajiv Kumar
Company Secretary and Compliance Officer

Date: 26th November 2025
Place: Hyderabad

**ELECTRONICS**
MART**AUDIO & BEYOND****KITCHEN**
STORIES**EASY**
KITCHENS