

Ref. No.: Ethos/Secretarial/2025-26/20

Dated: May 13, 2025

Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400051

Scrip Code: 543532
ISIN: INE04TZ01018

Trading Symbol: ETHOSLTD

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Acquisition of shares in Silvercity Brands AG, associate body corporate of the Company

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we hereby inform you that the Company has acquired 1,73,000 equity shares of CHF 1 each of Silvercity Brands AG, associate body corporate of the Company. Consequently, the shareholding of Ethos Limited (the 'Company') in Silvercity Brands AG will be 33.88% from the erstwhile 34.39%.

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 in respect of matter stated above is enclosed as Annexure I.

The above information will also be available on the website of the Company.

You are requested to please take on record the above-mentioned information for your reference and further needful.

Thanking You,
Sincerely,

For Ethos Limited

Shubham Kandhway
Company Secretary & Compliance Officer

Encl: as above

Annexure – I

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

S. No.	Particulars	Details
1	Name of the target entity, details in brief as size, turnover, etc.	<p>Silvercity Brands AG, associate body corporate of the Company is a Switzerland based watch company which was incorporated on 6th March 2023 with Registration number CHE-96.676.576 within the jurisdiction of laws of Switzerland. The registered office of the Company is situated at Allerheiligenstrasse 30, 2540 Grenchen, Switzerland.</p> <p>The share capital amounts to CHF 72,20,000 and is divided into 72,20,000 registered shares of CHF 1.00 each.</p> <p>The Company reported CHF 12,97,794 turnover as at 31st March, 2025.</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length.”	<p>Yes, Silvercity Brands AG is the associate body corporate of Ethos Limited.</p> <p>Except to the extent of shares held by the Company in Silvercity Brands AG, the promoter/promoter group/group companies have no other interest in Silvercity Brands AG.</p> <p>The transaction is at arm’s length basis.</p>
3	Industry to which the entity being acquired belongs.	Watch industry and related areas
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity if its business is outside the main line of business of the listed entity).	To invest in or create brands; to manufacture and trade in watches and other luxury products; to make investments and other actions supporting the main objects.

5	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6	Indicative time period for completion of the acquisition.	Completed on May 13, 2025
7	Nature of consideration – whether cash consideration or share swap and details of the same.	Cash consideration – payment made through online banking system
8	Cost of acquisition or the price at which the shares are acquired.	CHF 494,780 for subscribing to 173000 shares at CHF 2.86 per share
9	Percentage of shareholding /control acquired and/or number of shares acquired.	Silvercity Brands AG remains an associate body corporate (33.88% shareholding) of the Company
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	<p>Silvercity Brands AG is a company limited by shares, incorporated under Swiss Laws, registered on March 06, 2023, and has its registered office at Allerheiligenstrasse 30, 2540 Grenchen, Switzerland.</p> <p>The main purpose of the Company are as under:-</p> <ol style="list-style-type: none"> 1. Acquisition and sale as well as the holding and management of Intellectual property rights and license rights, in particular in the watch industry and related fields. The Company may further engage in the purchase and sale, marketing and development of watches, related products and others luxury products as well as in any other activity related thereto. The Company also provides services in the aforementioned areas. 2. The Company may establish branches and subsidiaries in Switzerland and participate in other Companies in Switzerland and abroad as well as conduct all business directly or indirectly related to its purpose. It may also provide financing for its own account or for the account of third parties and provide security of any kind, including guarantees and sureties, for subsidiaries and third parties.

— ETHOS LIMITED —

Registered Office:
Plot No. 3, Sector III, Parwanoo,
Himachal Pradesh - 173220, India

Corporate Office:
Kamla Centre, S.C.O. 88-89, Sector 8-C,
Chandigarh - 160009, India

Head Office:
Global Gateway Towers A, 1st Floor, MG Road,
Sector 26, Gurugram, Haryana - 122002, India

We would request you to please take the aforesaid information and documents on record.

For Ethos Limited

Shubham Kandhway
Company Secretary & Compliance Officer

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