

Ref. No.: Ethos/Secretarial/2025-26/21

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: Launch of 'City of Time, Gurugram ' Comprising 5 Exclusive Brand Boutiques and 2 Multi-brand Boutiques

Dear Sir/Madam,

We are pleased to inform you that Ethos Limited (“the Company”) has formally launched its most ambitious luxury retail initiative—**City of Time, Gurugram**, India’s largest horological destination.

Located at **Emaar Capital Tower 2, MG Road, Sector 26, Gurugram – 122002**, *City of Time* spans over 22,000 square feet and features **5 Exclusive Brand Boutiques** of globally iconic watch brand and **2 Multi-Brand Boutiques** representing over 50 leading independent luxury brands.

In addition to retail, *City of Time* is designed as an experiential destination housing watchmaking zone and curated lifestyle spaces—offering an unparalleled celebration of time, craftsmanship, and luxury in the country.

This flagship project marks a major step in the Company’s long-term strategy to redefine the luxury retail experience in India and further consolidate its market leadership in the premium watch segment.

You are requested to take the above on record.

For Ethos Limited

Shubham Kandhway
Company Secretary & Compliance Officer

— **ETHOS LIMITED** —

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Corporate Office:
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Chandigarh - 160009, India

Head Office:
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