

Ref. No.: Ethos/Secretarial/2025-26/22

Dated: May 14, 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: Opening of India’s First ‘Messika’ Boutique

Dear Sir/Madam,

We are pleased to inform you that *Ethos Limited* (“the Company”), through its wholly owned subsidiary *Ethos Lifestyle Private Limited* (formerly known as RF Brands Private Limited), has inaugurated India’s first exclusive boutique of ‘**Messika Paris**’, the globally renowned French luxury jewellery brand.

The boutique is located on the first floor of **The Chanakya, Chanakyapuri, New Delhi—110021**. **This marks Messika’s official entry** into the Indian luxury jewellery market through the Ethos Group and is a significant addition to the Company’s curated portfolio of iconic global brands.

This launch aligns with the Company’s strategic vision of delivering world-class luxury experiences to Indian consumers and further strengthens its leadership in the premium lifestyle and jewellery retail space.

You are requested to take the above on record.

For Ethos Limited

Shubham Kandhway
Company Secretary & Compliance Officer

— **ETHOS LIMITED** —

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Chandigarh - 160009, India

Head Office:
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Sector 26, Gurugram, Haryana - 122002, India