

Date: November 17, 2025

To,

<p>The Manager - DCS BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 544519</p>	<p>The Manager - Listing Department National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor, 'G' Block, Bandra-Kurla Complex, Bandra (East), Mumbai- 400051 Symbol: EUROPRATIK</p>
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Dear Sir / Ma'am,

Ref: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and disclosure Requirements) Regulations, 2015.

We enclose herewith press release relating to acquisition of 51% stake in URO VENEER WORLD, Partnership Firm situated in Bangalore.

Kindly take the above in your record.

Thanking you,

Yours faithfully,

For Euro Pratik Sales Limited

Shruti Kuldeep Shukla
Company Secretary & Compliance Officer
Encl: As stated above

EURO PRATIK SALES LIMITED

(FORMERLY KNOWN AS "EURO PRATIK SALES PVT. LTD..")

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Press Release:

Euro Pratik Sales Ltd. acquires 51% Stake in URO Veneer World for ₹ 76.50 Cr

A Forward-Integration Move to Enter the B2C Segment and Strengthen Direct Market Engagement and Brand Leadership

National, 17th November 2025: Euro Pratik Sales Limited, one of India's leading and fastest growing players in the organized decorative Wall Panel and Premium Laminate Industry, has announced the acquisition of 51% stake in URO Veneer World for a valuation of ₹ 76.50 Cr including capital infusion of ₹ 10.20 Cr in the firm. This acquisition marks the Company's entry into the **B2C segment**, strengthening its presence beyond its distribution-led model.

The acquisition gives Euro Pratik a robust, consumer-facing platform to engage directly with end users and design professionals, strengthening brand visibility, loyalty, and product penetration. By integrating URO Veneer World, the company gains valuable on-ground insights into emerging design trends and consumer preferences, while delivering commercial advantages such as improved margins, faster deliveries, a stronger working capital cycle, and greater control over retail-level positioning. As a strategic launchpad for decorative surface solution products, Uro Veneer World will also enable Euro Pratik to replace competing offerings within its own product portfolio. This forward integration aligns with Euro Pratik's long-term vision of building a direct relationship with its end users and Influencers, anticipating market shifts, and shaping innovation in tune with evolving consumer needs.

Commenting on this strategic direction, Mr. Pratik Singhvi, Chairman and Managing Director, Euro Pratik Sales Limited, said, "The acquisition of URO Veneer World marks a significant milestone in Euro Pratik's growth journey and reaffirms our commitment to staying closely connected with our customers evolving demands. With a firm footing and over 16% market share in the decorative wall panel segment, Euro Pratik is well-positioned to build on its strong foundation of innovation and design leadership. This strategic move strengthens our ability to connect more meaningfully with consumers and influencers, enhances our retail presence, and accelerates advancement across our product portfolio."

The acquisition also positions to gain a first-hand insight into customer preferences and design sensibilities, enabling quicker responses to changing market dynamics. By leveraging URO Veneer World's retail strength and its influencer network, the Company can bring innovative products to market more efficiently while strengthening its channel ecosystem. This deeper direct connect with customers will further enhance brand awareness and loyalty.

Beyond strengthening the company's strategic positioning, this acquisition is expected to contribute to the broader retail and influencer ecosystem by promoting design awareness, product innovation, and accessibility across India's interiors market. By bridging the gap between product innovation and end-user

experience, thereby making the customers equipped for sound decision making. Euro Pratik aims to drive both creative and commercial value, advancing its long-term vision of shaping how India experiences interior design.

About Euro Pratik Sales Limited

Euro Pratik is one of India's leading and largest organized brands in the Decorative Wall Panel and Laminates industry, holding a market share of over 16% in the organized wall panel segment. Known for its design-driven approach, the company has launched over 113+ product catalogues, offering 30+ product categories and 3,000+ designs that are sustainable, antibacterial, antifungal, and water-resistant. Operating through fixed asset-light business model with 36 contract manufacturers across India and abroad, Euro Pratik has built a strong distribution network spanning 116+ cities, 180+ distributors, and 194,000+ sq. ft. of warehouse space in Bhiwandi, ensuring wide market reach and operational efficiency.

Driven by innovation and strategic growth, Euro Pratik has expanded its global presence through subsidiaries in the U.S., the UAE, and Europe, supported by strong financial fundamentals. With a proven track record, comprehensive product portfolio, collaborations with architects, interior designers, and furniture manufacturers, and a focus on sustainable design, Euro Pratik continues to strengthen its position as a pioneer in decorative wall solutions across domestic and international markets.

For more details, please visit: <https://europratik.com>

About Uro Veneer World

Founded in 1998 and headquartered in Bengaluru, Uro Veneer World is a distinguished part of the Gala Group, upholding a legacy of excellence and innovation in interior décor. As one of South India's most trusted brands, it offers an extensive portfolio of premium products, including veneers, laminates, louvers, wall panels, and allied interior designer products. Its showroom features the largest interior surface experience collection in South India, attracting over 200 daily visitors and serving as a preferred destination for architects, interior designers, builders, contractors and homeowners. With a strong team of 90 professionals, and partnerships with more than 3,500+ interior designers, it provides access to 125+ product categories and over 18,000+ SKUs. Its commitment to quality and service has earned the trust of 1,50,000+ satisfied customers and 2,800+ contractors and OEMs.

Safe Harbor

Certain statements in this "Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This "Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered

as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Release" have been rounded off to the nearest whole number. The financial results are standalone financials unless otherwise specified.

For more information on the Company, please log on to www.europratik.com or contact:

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