

Date: 31/01/2026

To,
The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra(E),
Mumbai- 400 051

NSE SYMBOL: FONEBOX

ISIN: INE0Q4701019

Sub: Disclosure under Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Achievement of Retail Milestone, Launch of New Brand “Fone Point” and Expansion into Madhya Pradesh

Dear Sir/Madam,

Pursuant to Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that the Company has achieved a significant milestone by expanding its retail presence to 251 plus stores across the States of Gujarat and Maharashtra

Further, as part of its growth and brand-building strategy, the Company has introduced a new retail brand under the name “FONE POINT”, which will operate alongside the Company’s existing brand name “FONEBOX”, “FONEBOOK” and “MY MOBILE”. The new brand is aimed at enhancing customer outreach and strengthening market positioning in the organized mobile and electronics retail segment.

Additionally, the Company proposes to expand its operations into the State of Madhya Pradesh and plans to open approximately 10 new retail stores over coming months. The said developments are in line with the Company’s long-term expansion strategy and are expected to contribute positively to its business operations and brand visibility

Our Company is engaged in multi-brand retail selling of Smartphones and allied accessories, and also in consumer durable electronic goods.

This is for your information and records.

For, Fonebox Retail Limited

Krusha Chhatbar
Company Secretary & Compliance Officer
Membership No: A76469