

February 05, 2026

To,
National Stock Exchange of India Limited
Exchange plaza,
Bandra-Kurla Complex,
Bandra (E), Mumbai – 400051.
Symbol: PRAMARA

Dear Sir / Ma'am,

Sub: Press Release.

With reference to the captioned subject, we enclose herewith the Press Release with respect to Participation of the Company to New York Toy fair scheduled to be held from February 14, 2026 to February 17, 2026.

Kindly take the same on your record.

Thanking you,

Yours Faithfully,

For Pramara Promotions Limited

Rohit Lamba
Managing Director
DIN: 01796007



CIN: U51909MH2006PLC164247

Registered Office: A-208, Boomerang, Chandivali Farm Road, Chandivali, Sakinaka, Andheri (East),
Mumbai - 400 072, India

Update on Company participation to New York Toy fair and benefit of USA-INDIA Trade Deal

Mumbai, 05th February 2026: Pramara Promotions Limited (PPL) is a prominent promotional marketing company based in Mumbai. With state-of-the-art manufacturing capabilities, Pramara serves to the world's most esteemed brands across various sectors. The company is specializing in ideation, design, and production of promotional products, corporate gifts, and high-quality toys, offering comprehensive solutions that enhance brand visibility and consumer engagement.

Pramara Promotions Limited to Participate in New York, USA Toy Fair

Mumbai, 05th February 2026 – Pramara Promotions Limited (PPL), a prominent promotional marketing company headquartered in Mumbai, **announces its participation in the prestigious New York Toy Fair scheduled from February 14–17, 2026.**

At the Toy Fair, Pramara will showcase its wide range of products at a dedicated booth, providing an excellent opportunity to connect with international clients, brands, OEMs, and potential new customers. This exhibition is expected to be a vital platform **for securing new business opportunities and expanding the client base, giving strong momentum to the growth of its USA business.**

Strategic Growth Opportunity: Leveraging India–USA Trade Deal

The recently concluded India–USA trade agreement is expected to significantly support Pramara's expansion in the United States. The Company had established a wholly owned subsidiary in the USA last year and has since secured multiple large orders from multiple USA-based customers.

- Management anticipates **20–40% incremental growth in exports to the USA** in the near term.
- Strong USA customer base with **advanced-stage discussions underway.**
- Repeat orders from existing clients and onboarding of new customers expected.
- **Export revenues from the USA are projected to contribute substantially** to overall growth in FY26 and beyond.

Furthermore, **certain USA-based customers have confirmed visits to Pramara's office and manufacturing facilities in India to evaluate additional business opportunities** and finalize new orders. The Company anticipates onboarding new USA customers as well as receiving repeat orders from its existing USA customer base.

Management Commentary

Mr. Rohit Lamba, Managing Director, stated: *“The New York Toy Fair is a pivotal platform for us to showcase our capabilities and connect with global industry leaders. Coupled with the USA–India trade deal, we see this as a booster for our export business. With strong demand visibility and a robust customer pipeline, we are confident of delivering significant growth in the USA market.”*

Disclaimer: Certain statements in this document may be forward-looking. Actual results may differ due to risks and uncertainties.