February 23, 2026

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

Sub: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015 – Strategic Licensing & Manufacturing Agreement with Sega Corporation, Japan.

Dear Sir / Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that **Pramara Promotions Limited has entered into a strategic licensing and manufacturing agreement with Sega Corporation, Japan,** for the manufacture and launch of **licensed Sega products in the Indian retail market.**

Sega Corporation is a globally recognized Japan-based entertainment company with a market capitalization of approximately USD 3.2 billion (group level, as of February 2026), and a long-standing presence in gaming and character intellectual property. The company operates internationally and owns several widely recognized entertainment franchises and licensed characters distributed across multiple markets worldwide.

Key Highlights of the Arrangement:

- Initial launch of **four (4) licensed products under the "Crayon Shinchan" edition in India.**
- Products to be **manufactured in India.**
- Manufacturing to utilize original molds owned by Sega.
- Existing molds presently with Sega's China-based supplier to be relocated to India for production.
- Scope for phased expansion of additional licensed Sega products in India, subject to mutual agreement and prevailing market conditions.

Strategic Relevance:

- Adds globally recognized **licensed intellectual property (IP) to the Company's portfolio.**
- **Strengthens domestic manufacturing** footprint in licensed merchandise.
- **Enhances participation** in India's organized retail toy and character merchandising segment.
- Aligns with the Company's **brand-led growth strategy.**

Pramara Promotions Ltd.
Reg. Off.: A-208, Boomerang, Chandivali,
Sakinaka, Andheri East, Mumbai 400 072, India.
T 022 6198 3000 | E info@pramara.com | www.pramara.com
CIN: U51909MH2006PTC164247 GST Reg. No.: 27AABCE6463B1ZW

Leadership Commentary:

Commenting on the development, Mr. Rohit Lamba, Chairman & Managing Director, stated:

"This agreement reflects our continued focus on strengthening our licensed portfolio and enhancing our domestic manufacturing capabilities. We believe this collaboration supports our long-term strategic direction in character-driven consumer products."

The aforesaid agreement has been entered into in the ordinary course of business. **This transaction does not constitute a related party transaction.** None of the Promoters, Promoter Group or Group Companies have any interest in the said arrangement.

This disclosure is being made in compliance with Regulation 30 of SEBI (LODR) Regulations, 2015.

You are requested to take the same on your record.

Thanking you,

Yours Faithfully,

For Pramara Promotions Limited

ROHIT NANDKISHORE LAMBA

Digitally signed by ROHIT NANDKISHORE LAMBA
Date: 2026.02.23 11:24:06 +05'30'

Rohit Lamba
Managing Director
DIN: 01796007

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