

**March 30, 2026**

To,  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East), Mumbai — 400 051  
**SYMBOL: PRAMARA**

Dear Sir / Madam,

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 — Purchase of Production Molds and Tooling.**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with the SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, Pramara Promotions Limited ('the Company') hereby informs the Exchange of the following material business development:

### **1. Nature of Transaction**

- Purchase of 417 sets of production molds and tooling across 42 consumer product lines
- Seller: Grani & Partners S.p.A., Italy
- Molds currently located in China
- Dispatch timeline: By end of April 2026
- Expected arrival in India: By end of May 2026

### **2. Product Portfolio**

- 3D figurines and collectibles
- Pull-back and magnetic vehicle toys
- Character figurines with scene/backdrop
- Mechanical (walking/wind-up) figurines
- Keychains, stampers, and novelty items

### **3. Licensing & IP Status**

- OPA-approved designs from global IP holders (including Marvel, Disney, Nickelodeon, etc.)
- Company in process of obtaining India commercialisation licences
- 11 proprietary product lines with no third-party IP dependency

#### **4. Strategic Rationale**

- Strengthens promotional products business across FMCG, retail, QSR, etc.
- Supports launch of “Toy Works” (target: H2 FY 2026–27)
- Enables faster go-to-market with proven product portfolio
- Establishes strategic association with Grani & Partners S.p.A.

#### **For Pramara Promotions Limited**

**Rohit Lamba**  
**Managing Director**  
**DIN: 01796007**