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Date: 18.07.2026

To

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,

Bandra (East), Mumbai – 400051

Symbol: RADIOWALLA

Subject: Intimation regarding Business Update – Expansion of Retail Media Portfolio through Launch of In-Store Fragrance Solutions

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with the Company's Policy on Determination of Materiality, we wish to inform the Exchange that Radiowalla Network Limited has expanded its retail media offerings by introducing in-store fragrance solutions, further strengthening its multisensory customer engagement platform.

With this expansion, the Company now offers an integrated suite of in-store experience solutions comprising:

- In-store audio solutions;
- Digital signage;
- Digital media solutions; and
- In-store fragrance solutions.

The Company's integrated platform is currently trusted by more than 700 brands across 33,000+ locations, serving clients across multiple sectors including retail, hospitality, automotive, healthcare, airports, office spaces and other high-footfall environments.

The newly launched fragrance solution complements the Company's existing technology-driven offerings, which include AI-powered music curation, multilingual voiceovers and smart amplification systems, enabling customers to create consistent and immersive brand experiences across locations.

Radiowalla Network Limited

(Formerly known as Radiowalla Network Pvt. Ltd.)

Registered Address: 16/A, Maratha Bhavan, Basement Floor Miller Tank Bund Road, Vasanthnagar, Bangalore - 560052

Old Registered Address: 603, Sudhama Niwas, 16th Road, Khar West, Mumbai - 400052

CIN: L93090KA2010PLC183658 Website: www.radiowalla.in Email id: sales@radiowalla.in Tel: +91-80-44999999



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The Company is also witnessing increasing demand from organised retail chains in Tier-2 and Tier-3 cities and continues to strengthen its international presence across the Middle East and Africa. This strategic expansion is expected to further enhance the Company's ability to provide comprehensive multisensory retail media solutions to both existing and new customers.

This announcement is in the ordinary course of business and is intended to keep stakeholders informed about the Company's business developments.

The above information is also being made available on the website of the Company.

Source:<https://www.retail4growth.com/news/radiowalla-widens-its-offering-steps-into-in-store-fragrance-8132>

You are requested to kindly take the above information on record

For Radiowalla Network Limited

Kiran Gurnani

Company Secretary & Compliance officer

M. No. A63039

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