



December 18, 2025

Scrip Code- 534597  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001

RTNINDIA  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East),  
MUMBAI-400 051

**Sub: Press Release RattanIndia Announces Partnership with the noon E-Commerce Marketplace to Launch E-Commerce Retailing in the Gulf Region**

Dear Sirs/Madam,

Please find enclosed herewith a copy of the press release from the Company for your information and records.

This information will also be hosted on Company's website, at [www.rattanindia.com](http://www.rattanindia.com)

Thanking you,

Yours faithfully,  
For **RattanIndia Enterprises Limited**

**Rajesh Arora**  
**Company Secretary**

*Encl : as above*

**RattanIndia Enterprises Limited**

CIN: L74110DL2010PLC210263

Registered Office: H.No. 51, Village Hauz Khas, New Delhi -110016

Website: [www.rattanindia.com](http://www.rattanindia.com), E-mail: [rel@rattanindia.com](mailto:rel@rattanindia.com)



## **RattanIndia Announces Partnership with the noon E-Commerce Marketplace to Launch E-Commerce Retailing in the Gulf Region**

*RattanIndia establishes Cocoblu Global Retail in the UAE to expand multi-category e-commerce retailing and enable stronger market access for Indian and global brands*

**New Delhi / Dubai, December 18<sup>th</sup>, 2025:**

RattanIndia Enterprises Ltd. today announced the launch of Cocoblu Global Retail in the United Arab Emirates, created to tap into the rapidly expanding digital retail opportunity in the Gulf region. Cocoblu Global Retail is partnering with noon, the region's leading e-commerce platform, under a hybrid model that leverages noon's robust marketplace operations and Cocoblu's deep sourcing strengths.

Through this partnership, Cocoblu Global Retail will bring a curated selection of products across multiple categories (e.g. home, toys, sports, electronics) to customers in the Gulf region via noon. The assortment will continue to expand as Cocoblu Global Retail builds depth and breadth across multiple retail segments, aligned with market needs. The venture aims to enhance product availability, deepen category access, and deliver a high-quality, seamless shopping experience across the region's fast-growing digital marketplace.

noon provides the platform, technology, and reach to connect brands with millions of consumers across the Gulf. By partnering with noon, Cocoblu Global Retail can tap into this infrastructure and customer base to accelerate its growth across the region, while operating within noon's hybrid retail and marketplace model.

A key strategic focus for Cocoblu Global Retail will be to **provide Indian and global brands with a trusted and scalable route to enter GCC markets**, enabling them to reach new consumers through an established retail ecosystem. The arrangement also leverages the **existing free trade agreements between India and the UAE**, which further streamline market access and enhance the ease of cross-border commerce. The initiative is aligned with RattanIndia Enterprises' broader vision of building technology-led consumer businesses with global reach.

Speaking on the announcement, **Mrs. Anjali Rattan**, Chairperson of RattanIndia Enterprises Ltd., said:

*"The launch of Cocoblu Global Retail marks an important milestone in our global e-commerce journey. The Gulf region represents one of the most dynamic and fast-growing digital retail markets in the world, with the e-commerce sector projected to cross USD 50 billion within this decade. This expansion builds on Cocoblu's highly successful operations in India, where our marketplace-led retail model has scaled rapidly across categories and leading brands. Through our partnership with noon, we aim to offer consumers in the region access to a strong and diverse product selection, while also creating an avenue for high-quality Indian brands to expand internationally. Cocoblu Global Retail is a key step in our ambition to build a modern, technology-enabled retail footprint across global markets."*

**Raman Kumar, CEO of core e-commerce, noon**, said:

*"Cocoblu Global Retail joining our platform reinforces noon's commitment to growing a vibrant, future-ready retail ecosystem. With our hybrid model and deep regional footprint, we're enabling*



*brands to scale faster and giving customers across the Gulf a richer, more seamless shopping experience.”*

The establishment of Cocoblu Global Retail, as the operating brand of the UAE-registered corporate entity Neorise Global Trading L.L.C S.O.C, reinforces RattanIndia Enterprises’ commitment to building next-generation digital ventures and strengthening trade and commercial linkages between India and the Gulf region. With a focus on retail excellence, supply-chain agility, and marketplace-driven growth, Cocoblu Global Retail is well-positioned to serve the evolving needs of consumers across the Gulf.

#### **About RattanIndia Enterprises Ltd.**

RattanIndia Enterprises Limited, a publicly listed company, serves as the growth platform for RattanIndia Group’s new-age businesses, which include electric mobility (Revolt Motors), e-commerce (Cocoblu Retail), lifestyle brands (Neobrand), and drones (Neosky). The company is featured in the *Fortune India 500* list (#363 in 2024) and has a market capitalisation of over **₹7000 cr.**

#### **About NOON.COM**

noon.com was founded with the objective of fostering an ecosystem of regionally based digital companies in order to secure the region's digital landscape's future. noon's mission is to provide customers and companies in the Middle East region with outstanding value and support. On December 12th, 2017, noon launched its consumer platform in the Kingdom of Saudi Arabia and the United Arab Emirates. noon debuted in Egypt in February 2019 and has since evolved to become the largest online shopping destination in the Middle East. Primarily a digital e-commerce platform powered by in-house technological talent, noon has swiftly developed strong native capabilities throughout its marketplace, fulfilment, logistics, and payment systems.

Media requests, including interviews, can be directed to [pr@noon.com](mailto:pr@noon.com) for noon and to Kirti Tokas ([pr@rattanindia.com](mailto:pr@rattanindia.com)) for RattanIndia Enterprises or Ritesh Dewan ([riteshdew@gmail.com](mailto:riteshdew@gmail.com)), +91 9873200211 )