



April 23, 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 - Cocoblu Retail Celebrates 3rd Anniversary with Company- Wide ESOPs for all Employees.

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

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

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Cocoblu Retail Celebrates 3rd Anniversary with Company-Wide ESOPs for All Employees

Breaks industry norms by offering stock ownership across all roles, reinforcing people-first culture.

New Delhi, 23rd April 2025: Cocoblu Retail, a wholly owned subsidiary of RattanIndia Enterprises Limited, and one of India's leading sellers on major e-commerce platforms in India, has announced the rollout of a company-wide Employee Stock Ownership Plan (ESOP) as part of its 3rd Anniversary celebrations. In a landmark move that puts people at the heart of its growth story, Cocoblu is offering ESOPs to **every employee**—from senior leaders to frontline associates—marking a major shift in how equity is distributed in the retail industry.

The company has allocated **5% of its share capital** towards this inclusive ESOP program. This initiative breaks away from conventional structures that reserve equity for the top tier, reaffirming Cocoblu's belief that **every role contributes to the company's success**. The ESOPs will be offered at a significantly subsidized exercise price, allowing employees to become shareholders and participate in long-term value creation.

The announcement follows a stellar year for Cocoblu, which recorded a **35% year-on-year growth in FY 2023–24** — far outpacing the typical 15–25% industry benchmark. This surge was powered by Cocoblu's customer-obsessed mindset, tech-driven operations, and agile on-ground execution.

Commenting on the announcement, **Ms. Anjali Rattan, Chairperson of RattanIndia Enterprises Limited (parent company of Cocoblu Retail)**, said: *"At Cocoblu, we're not just helping brands scale—we're shaping the future of online shopping in India. This journey requires passion and commitment from every team member. With all our all-inclusive ESOP program, we're offering more than traditional rewards—it's about giving true ownership in the growth we've built together. It's a celebration of their efforts and an invitation to grow alongside the company they've helped shape."*

Over the last three years, Cocoblu has rapidly scaled its seller and product ecosystem, strengthened customer experience infrastructure, and built a robust, technology-led operations backbone. With this ESOP announcement Cocoblu is sending a strong signal—it is building not just a business, but a culture rooted in ownership, inclusivity, and long-term growth.

For more information about Cocoblu Retail, please visit www.cocoblu.in.



Cocoblu Retail:

Cocoblu Retail is a tech enabled e-commerce retail company that operates as one of the largest sellers on major online marketplaces. The company partners with a wide range of brands across categories and leverages advanced technology and data-driven operations to offer high availability, fast delivery, and reliable customer service. Cocoblu's goal is to simplify online retail for both brands and consumers, ensuring a seamless, trustworthy shopping experience at scale.

RattanIndia Enterprises Limited:

RattanIndia Enterprises Limited is a public-listed company and serves as the growth engine of the RattanIndia Group, pioneering new-age businesses. The company is proudly featured in the **Fortune 500 India list**, a recognition that reflects its scale, performance, and growing influence across sectors. With a focus on innovative technologies, RattanIndia Enterprises is driving the transformation of various industries, including E-commerce (Cocoblu Retail), Electric Mobility (Revolt Motors), Fashion brands (Neo Brands), and Drones (Neosky), with the goal of positively impacting the lives of millions of Indians.

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