

SAT KARTAR LIFE LIMITED

(Formerly known as Sat Kartar Shopping Limited)



Dated: 25.05.2026

To,
The Manager- Listing Compliance
National Stock Exchange India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla complex, Bandra (E),
Mumbai 400051

SYMBOL: SATKARTAR
ISIN: INE0NB801022

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Ma'am

Pursuant to the provisions of Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), as amended read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 and SEBI Master Circular HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 ("SEBI Circular")

We wish to inform you that the Company has expanded its objects/business activities to include advertising, branding, media planning and allied promotional services.

The proposed activity is aligned with the Company's existing digital commerce, customer acquisition, brand-building and marketing operations.

The details of the business activities of the Company is mentioned in Annexure – A enclosed herewith.

You are requested to kindly take the said information on your record.

Thanking you,
Yours faithfully,
For Sat Kartar Life Limited
(Formerly known as Sat Kartar Shopping Limited)

Sonal Seth
Company Secretary & Compliance Officer
Membership No. F13949
Date: 25.05.2026
Place: New Delhi

Regd Office: 603, 6th Floor, Mercantile House, KG Marg, New Delhi -110001
Tel No. +011-40550741, website: www.satkartar.in, Email id: info@satkartar.in
CIN: L52590DL2012PLC238241

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Annexure – A

Disclosure under Regulation 30 of the SEBI (LODR) Regulations, 2015 for Adoption of New line of business is mentioned below:

S.No	Particulars	Description
1.	Industry or area to which the new line of business belongs to	<p>To carry on the business of advertising, including the planning, creating, designing, developing, buying, selling, and placing of advertisements in newspapers, magazines, journals, radio, television, internet, social media, outdoor hoardings, digital platforms, and any other media or medium now known or hereafter developed, and to act as advertising agency, consultants, and marketing promoters, including brand promotion and media planning or to appoint any advertising agency, consultants and marketing promoters etc for advertising.</p> <p>To acquire, develop, purchase, lease, license, or otherwise obtain any copyrights, trademarks, designs, digital content, and intellectual property necessary for the execution of advertising and marketing assignments, and to engage professionals, agencies, creators and consultants required for such activities.</p>
2.	Expected benefits	<p>Additional Revenue Generation Opportunities The Company can generate revenue by providing advertising, branding, media planning, and promotional services to third parties apart from promoting its own products and services.</p> <p>Adoption of Modern Marketing and Digital Strategies: The object enables the Company to utilize emerging technologies, influencer marketing, digital campaigns, and social media promotions for effective and cost-efficient business growth. The proposed activity may also enable better optimization of media procurement, campaign management, digital outreach and advertising efficiencies across the Company's existing and future businesses.</p> <p>Business Expansion and Customer Engagement: Professional advertising and promotional activities will improve customer engagement, support expansion into new</p>

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		markets, and enhance the overall competitiveness of the Company.
3.	Estimated amount to be invested	Initial investments are expected to be limited and primarily operational in nature.

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