



September 24, 2026

To,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051

Symbol: SDREAMS

Subject: Intimation regarding Change in Management of S D RETAIL LIMITED ("Company") – Post Approval of Members at the Annual General Meeting

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir/Madam,

In continuation to our intimation dated 22nd August 2026 and Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 (LODR"), the shareholders of the Company at their Annual General Meeting held on 22nd September 2026, have approved the following:

1. To appoint Mr. Hitesh Pravinchandra Ruparelia (DIN: 00490790), as a Director who retires by rotation and, being eligible, offers himself for re-appointment. (Annexure-1)
2. To appoint Mr. Utpalbhai Pravinchandra Ruparelia (DIN: 00300525) as a Director who retires by rotation and, being eligible, offers himself for re-appointment (Annexure-1)
3. Appointment of Ms. Lekhinee Mandeep Desai (DIN: 11904544) as a Non-Executive, Women Director of the Company. (Annexure-2)

Details under Regulation 30 of the Listing Regulations read with SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 are enclosed as Annexure 1 & Annexure 2.

Thanking You,

Yours Faithfully,

For S D RETAIL LIMITED

POOJABEN SHAH
Company secretary & Compliance officer
Membership No. A73158

Encl.: As above

S D RETAIL LIMITED

(Formerly known as S D Retail Private Limited)

C-929, Stratum at Venus Ground, Near Jhansi Ki Rani Statue, Nehru Nagar, Ahmedabad 380006. Gujarat, India.

Contact: 7043106787 | Email: sdrpl@sweetdreamsindia.com |

Website: www.sweetdreams.in

CIN NO: L52520GJ2004PLC056076



Annexure-1

Sr no.	Particulars	Details	
1	Name	Mr. Hitesh Pravinchandra Ruparelia (DIN: 00490790)	Mr. Utpalbhai Pravinchandra Ruparelia (DIN: 00300525)
2	Reason for change	Re-appointment due to retirement by rotation.	Re-appointment due to retirement by rotation.
3	Date and Term of Re-appointment	Approved by the Members at the Annual General Meeting held on September 22, 2026. Term: Liable to retire by Rotation.	Approved by the Members at the Annual General Meeting held on September 22, 2026. Term: Liable to retire by Rotation.
4	Brief Profile	He is co-founder of S D Retail Ltd, a company that has been at the forefront of the retail industry since its inception in 1989. He has been instrumental in taking major policy decision of the Company. His contributions to S D Retail Limited go beyond day-today management. His foresight in recognizing the potential of the apparel sector and his ability to adapt to market changes has been key to the brand's success. His leadership Style, characterized by a blend of traditional business wisdom and a keen sense of emerging market trends, has fostered a culture of Innovation and resilience within the company.	He stands as a co-founder of S D Retail Ltd, a distinguished entity in the retail sector since its establishment in 1989. He has been instrumental in offering a vast array of products that emphasize relaxation, comfort, and innovation, meeting the dynamic needs of consumers. His ability to handle a diverse product portfolio has significantly contributed to the company's reputation for quality and excellence. Under his guidance, the company has introduced a vast range of products that cater to the evolving demands of the modern consumer, ensuring that comfort and style go hand in hand.

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5	Relationship with other Directors, Manager and other Key Managerial Personnel of the Company	Mr. HITESH PRAVINCHADRA RUPARELIA is related to the following managerial personnel's of the Company: Mr. UTPALBHAI PRAVINCHADRA RUPARELIA- MANAGING DIRECTOR	Mr. UTPALBHAI PRAVINCHADRA RUPARELIA is related to the following managerial personnel's of the Company: Mr. HITESH PRAVINCHADRA RUPARELIA- CHAIRMAN AND MANAGING DIRECTOR
6	Shareholding in Company	4751120	3167560
7	Whether Director is debarred from holding the office by virtue of any SEBI order or any other authority	He is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.	He is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.
8	Whether Director is Disqualified from holding the office of Directors Pursuant to the provisions of section 164 of Companies Act 2013.	He is not disqualified from being appointed as a Director pursuant to the provisions of Section 164 of the Companies Act, 2013.	He is not disqualified from being appointed as a Director pursuant to the provisions of Section 164 of the Companies Act, 2013.

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Annexure-2

Sr no.	Particulars	Details
1	Name	Ms. Lekhinee Mandeep Desai (DIN: 11904544)
2	Reason for change viz. appointment, Resignation, removal, death or otherwise;	Appointment as Non-Executive, Woman Director of the company pursuant to the recommendation of Board of Directors and NRC.
3	Date of Appointment/ Cessation (as applicable) & terms of appointment	Date: September 22, 2026. On the terms and conditions as may be decided by the Board from time to time.
4	Brief Profile	Ms. Lekhinee Mandeep Desai is the Co-Founder and Chief of Marketing at The Indian Ethnic Co., where she has spearheaded brand strategy, digital marketing, and social media outreach since 2016. Based in Mumbai, she holds an educational background from the Narsee Monjee Institute of Management Studies and brings corporate brand management experience from her prior marketing roles at ITC Limited. In her role, she combines expertise in handcrafted apparel branding with data-driven performance marketing to scale the organization's commercial footprint.
5	Disclosure of relationships between directors (in case of appointment of a director)	Ms. Lekhinee Mandeep Desai is not related to any Director on the Board of the Company.
6	Shareholding in Company	Nil
7	Whether Director is debarred from holding the office by virtue of any SEBI order or any other authority	She is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.

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8	Whether Director is Disqualified from holding the office of Directors Pursuant to the provisions of section 164 of Companies Act 2013.	She is not disqualified from being appointed as a Director pursuant to the provisions of Section 164 of the Companies Act, 2013.
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