



February 27, 2026

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

Symbol: SDREAMS

Dear Sir/Ma'am,

Sub: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that the Board of Directors of S D Retail Limited at its meeting held on Friday, February 27, 2026 at 05:15 P.M has approved the adoption of a new Logo and Emblem as part of the Company's refreshed visual identity along with the adoption of a revised letterhead.

Key Highlights:

- 1. Modernized Brand Identity:** The new Logo and Emblem reflect a modernized visual identity that aligns with the Company's long-term strategic objectives, brand philosophy, and commitment to providing a seamless and contemporary shopping experience to customers across multiple touchpoints.
- 2. Scope of Change:** The change is limited strictly to the Company's brand identity elements, including the logo, emblem, design language, color palette, typography, and related visual communication materials. There is no alteration to the Company's name, Corporate Identification Number (CIN), registered office, or its legal status.
- 3. Implementation Across Business Channels:** The revised branding will be implemented in a phased manner across all communication and retail platforms. This includes:
 - **Online Presence:** The Company's website, e-commerce portals, and mobile applications.
 - **Physical Stores and EBOs:** All store signage, interiors, promotional displays, and point-of-sale materials.
 - **Marketing & Promotional Materials:** Brochures, catalogues, advertisements, social media campaigns, emailers, and other digital marketing collaterals.
 - **Trading Platforms & Statutory Documents:** All official communications, contracts, agreements, certificates, statutory filings, and related documentation will incorporate the updated visual identity, without affecting their validity or enforceability.

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



4. **Continuity of Legal and Operational Documents:** All existing contracts, agreements, certificates, statutory registrations, and other legally binding documents executed under the previous logo and emblem will continue to remain valid, effective, and enforceable.

The adoption of the new Logo and Emblem and Letter Head is intended to enhance brand recall, reinforce the Company's market presence in the garments retail sector, and strengthen its engagement with customers across both physical and digital channels.

The new Logo and Emblem are enclosed for reference.

This intimation is being made to keep the investors and stakeholders informed in line with transparency and good corporate governance practices.

Kindly take the same on record.

Thanking You,

Yours Faithfully,

For S D RETAIL LIMITED

POOJABEN SHAH
COMPANY SECRETARY & COMPLIANCE OFFICER
Membership No.: A73158

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