

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

Symbol: SDREAMS

Dear Sir/Ma'am,

Sub: Outcome of Board meeting as per Regulations 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that a meeting of the Board of Directors of the Company was held today i.e. on Friday, February 27, 2026 at 05:15 P.M. at the registered office of the Company.

The Board, inter alia, considered the following:

1. Adoption of New Logo and Emblem of the Brand

The Board took note of and approved the adoption of a new Logo and Emblem and Letter Head as part of the Company's refreshed visual identity.

Key highlights:

- The new Logo and Emblem represent a modernized visual identity aligned with the Company's long-term strategic objectives.
- The change is limited to the Company's brand identity elements (logo, emblem, design language, and related visual communication materials).
- There is no change in the name of the Company, Corporate Identification Number (CIN), registered office address, or its legal status.
- The revised branding will be implemented across all communication platforms, including but not limited to the Company's website, stationery, marketing materials, signage, digital platforms, Trading Platforms, EBOs and statutory documents, in a phased manner.
- Existing contracts, agreements, certificates, and statutory registrations shall continue to remain valid and effective.

The new Logo and Emblem are attached herewith as Annexure – A.

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: sdrlpl@sweetdreamsindia.com |

Website: www.sweetdreams.in

CIN NO: L52520GJ2004PLC056076



2. To take note of the Grant of Employee Stock Options under the S D Retail Employee Stock Option Plan 2025 (“ESOP 2025” or “Plan”) of the Company.

The Board noted that the Nomination and Remuneration Committee has approved the grant of 140000 (One lakh forty thousand) Equity Stock Options of face value of Rs. 10/- each, at a grant price of Rs. 75/- (Rupees Seventy-Five only) per option, to the eligible employees of the Company under the ESOP 2025.

The detailed disclosures as required under Regulation 30 of the SEBI LODR read with the applicable SEBI Master Circular are being submitted separately under the outcome of the Nomination and Remuneration Committee meeting.

The meeting Concluded at 05:25P.M.

You are requested to take the above on your records.

Thanking You,

Yours Faithfully,

For S D RETAIL LIMITED

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

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Annexure-A



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