SHEETAL®
UNIVERSAL LIMITED

Registered Office : 1508-1509, 15th Floor, Space Odyssey,
Nr. KKV Chowk,150 Ft. Ring Road, Rajkot-360 005,Gujarat,India
GSTIN : 24AAWCS1266P1ZJ

**Date:** September 26, 2026

**To,**

**The Listing Department**
**National Stock Exchange of India Limited**
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

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

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Clause 5 of Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that **Sheetal Universal Limited** (the "Company") has entered into a binding **Engagement Letter / Collaboration Agreement** with **Witness The Fitness Private Limited ("WTF")**.

The disclosure as required under Schedule III of the SEBI LODR Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 (last updated January 30, 2026, consolidating all circulars issued up to December 30, 2025), read with Regulation 30 of the SEBI LODR Regulations, is attached herewith and marked as Annexure A to this letter.

Kindly acknowledge and take the same on your records.

**FOR SHEETAL UNIVERSAL LIMITED**

HIREN VALLABHBHAI PATEL

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**HIREN VALLABHBHAI PATEL**
**MANAGING DIRECTOR**
**DIN: 06961714**

**Annexure- A**

Disclosure in terms of Regulation 30 of SEBI Listing Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 (last updated January 30, 2026), read with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

| Sr. No. | Particulars | Information / Disclosures |
|---|---|---|
| a) | **Name of the entity(ies) with whom agreement is signed** | **Witness The Fitness Private Limited (“WTF”)**. |
| b) | **Area of agreement** | **Comprehensive Marketing and Collaboration Services**:<br>• **Online Marketing:** Event shoots, professional high-quality video/photo editing, and dedicated social media support.<br>•**Offline Marketing:** In-gym brand promotions, visual screen advertisements, standee placements, live event engagement (16 events), product sample distributions, product displays, and feedback collection mechanisms across gym networks. |
| c) | **Domestic/international** | **Domestic** |
| d) | **Share exchange ratio** | **None.** The agreement is purely a commercial service contract. No special rights, management privileges, or board seats have been appointed or given to WTF. |
| e) | **Scope of business operation of agreement** | Expected to **enhance brand visibility**, scale up target consumer outreach, drive product adoption through fitness community engagements, and gather structured product feedback for quality assurance. |
| f) | **Details of consideration paid / received in agreement** | • **Marketing Outlay: ₹12,39,000/- (Rupees Twelve Lakh Thirty-Nine Thousand Only)** inclusive of GST, payable to WTF.<br>• **Purchase Order (PO):** WTF will issue rolling Purchase Orders worth **₹5,00,000/- (Rupees** |

| | | |
|---|---|---|
| | | **Five Lakh Only)** in parts within the overall agreement tenure. |
| g) | **Significant terms of the agreement** | • **Tenure:** One year<br>• **Termination:** Either party may terminate for reasonable cause at the end of each quarter by serving a **30-day prior written notice**.<br>• **Pricing Lock-in:** Product prices are fixed for three months, subject to raw material fluctuations.<br>• **Exclusivity/Warranty:** Standard confidentiality provisions and quality assurance compliance guarantees apply. |
| h) | **Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of i nterest and details thereof and whether the same is done at "arm's length";** | **No.** None of the promoters, promoter group companies, directors, or key managerial personnel (KMP) of Sheetal Universal Limited have any direct or indirect interest in WTF. This transaction is not a related party transaction. The agreement is entered into with an independent third-party entity at **arm's length basis**. |
| i) | **Size of the entity(ies)** | Witness The Fitness Private Limited is a private limited company engaged in the fitness and wellness industry. Specific financial details regarding its size (turnover/net worth) are not ascertainable by the Company as on the date of this disclosure, being an unrelated third-party entity, and are not material to the nature of this arm's length commercial engagement. |
| j) | **Rationale and benefit expected** | The agreement is expected to enhance the Company's brand visibility and consumer outreach through targeted in-gym and digital marketing initiatives, drive product adoption via live event engagements and sample distribution, and generate structured consumer feedback for quality assurance, thereby supporting the |

| | | |
|---|---|---|
| | | Company's overall marketing and growth objectives in a cost-effective manner. |

We request you to kindly take the same on your record and treat this as continuous compliance.

Thanking you,

Yours faithfully,

For **Sheetal Universal Limited**

HIREN VALLABHBHAI PATEL

Digitally signed by HIREN VALLABHBHAI PATEL
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