

Date: 29.09.2025

Ref no. SLL/SE/94-2025

To, National Stock Exchange of India Limited ("NSE") Listing Department Exchange Plaza, C-1 Block G, Bandra Kurla Complex Bandra [E], Mumbai – 400051	To, BSE Limited ("BSE") Listing Department Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001
NSE Scrip Symbol: STANLEY	BSE Scrip Code: 544202
ISIN: INE01A001028	ISIN: INE01A001028

Dear Sir/Madam,

Sub: Press Release - Exclusive Distribution and License Agreement

Ref: Disclosure under Regulation 30 of SEBI (LODR) Regulations 2015

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as amended from time to time, we wish to inform you that Stanley Lifestyles Limited ('the Company') has entered into an exclusive Distribution and License Agreement with Singer (Sri Lanka) PLC, for the marketing and distribution of the SLL's products under the format 'Sofas & More' in Sri Lanka, subject to mutually agreed terms and conditions.

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Kindly take the information on your record.

Thanking You,

For Stanley Lifestyles Limited

Rasmi Ranjan Naik
Company Secretary & Compliance Officer
M No.: F7599

Stanley lifestyles announces maiden International foray

Bengaluru, 29th September 2025: Stanley Lifestyles Limited (“Stanley” or the “Company”) (BSE: 544202 | NSE: STANLEY), one of India’s largest integrated super premium and luxury furniture manufacturer and retailer, today announced its maiden entry into the international market through a strategic agreement with Singer (Sri Lanka) PLC (“Singer”), a leading Sri Lankan consumer durables and furniture retail conglomerate.

As part of this agreement, Stanley Lifestyles will launch its first international showroom in Colombo, Sri Lanka, marking a significant milestone in its growth journey. This showroom will showcase Stanley Lifestyles’ full range of premium and luxury home solutions under its flagship brands, providing Sri Lankan consumers with access to high-quality, design-led furniture and interior products. The Company plans to open eight stores in the next three years in Sri Lanka.

Singer (Sri Lanka) PLC, a household name with over 140 years of legacy, operates more than 400 retail outlets and 1,200 dealer points across the country, alongside a strong e-commerce presence and has a well-established reputation as a trusted commercial Brand. Singer has been voted “People’s Brand of the Year” for 18 consecutive years, reflecting its deep consumer trust and market leadership. Partnering with Singer allows Stanley Lifestyles immediate access to a wide and established distribution network, ensuring a seamless entry into the Sri Lankan local goods market.

The Sri Lankan luxury goods market, estimated to be around USD 1 billion, is witnessing renewed momentum driven by rising consumer spending, an expanding affluent class and increased inflows of high-net-worth individuals. With a growing appetite for premium lifestyle products, Colombo in particular presents a strong demand for aspirational home interiors and furniture solutions.

Commenting on this partnership, Managing Director, Sunil Suresh said:

“This marks a defining moment in Stanley Lifestyles’ journey as we step beyond India and enter international markets. Singer’s strong brand reputation and extensive retail network make it the ideal partner for our maiden global foray. Together, we aim to bring our design-led, ultra-luxury home solutions to customers in Sri Lanka. Beyond showcasing our craftsmanship, this will also serve as a launchpad for our broader international expansion strategy, giving us valuable insights that we can replicate in other global markets.”

Seating



Sofas



Recliners



Sofa-cum-Bed

Kitchen & Cabinetry



Kitchens



Wardrobes



Bar unit

Case Goods



Coffee Table



Dining Table



End Table

Beds & Mattress



Beds



Mattress



Pillows and Accessories

Commenting on this partnership, Managing Director of Singer, Mahesh Wijewardene said:

“We are truly delighted to partner with Stanley India to introduce the prestigious SOFAS & MORE by Stanley concept store to Sri Lanka. This collaboration marks an exciting step in bringing world-class, high-end furniture solutions to our customers, reflecting our commitment to elevating lifestyles with quality and elegance.”

About Stanley Lifestyles Limited:

Stanley Lifestyles Limited is a leading Indian luxury furniture company offering a broad spectrum of home solutions under brands such as Stanley Level Next, Stanley Boutique, and Sofas & More. The Company designs, manufactures, and retails a diverse array of premium and luxury furniture and interior products including sofas, recliners, dining sets, kitchen cabinetry, beds, wardrobes, and accessories. Its vertically integrated model ensures end-to-end control over design, production, and retail, with two manufacturing facilities in Bengaluru spanning over 300,000 square feet. These facilities support a wide range of offerings across ultra-luxury, luxury, and super-premium categories. With 68 retail outlets across major Indian cities, Stanley Lifestyles operates through both company-owned and franchise formats to maximize reach and customer engagement. The company’s strategic strengths lie in its design-led innovation, skilled craftsmanship, and consistent expansion in high-opportunity markets. Backed by experienced promoters and professional leadership, Stanley Lifestyles continues to leverage its retail and manufacturing capabilities to address growing demand in India’s premium and luxury home interiors market. To read more, visit <https://www.stanleylifestyles.com/>

About Singer (Sri Lanka) PLC:

Singer (Sri Lanka) PLC, established in 1877 and listed on the Colombo Stock Exchange since 1981, is one of Sri Lanka’s most trusted and recognized consumer brands. With an expansive retail network of over 400 outlets, 1,200 dealer points and a strong online presence, Singer offers a wide range of consumer durables, electronics and home solutions. The company has consistently been voted “People’s Brand of the Year” for 18 years, demonstrating its unmatched brand equity and leadership in the Sri Lankan market.

For further information, please contact:



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Disclaimer:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward- looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

Registered Address: SY No. 16/2 and 16/3 Part, Hosur Road, Veerasandra village, Attibele Hobli, Anekal Taluk, Bengaluru, Karnataka - 560100