# SUUMAYA LIFESTYLE LIMITED

(FORMERLY KNOW AS RICHWAY INTERANTIONAL TRADE LTD)
CIN: L70102MH2011PLC220879

Date: 24th November 2020

To,

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

Sub: Business Update regarding In-Stadia branding for the upcoming two months Indian Cricket tour to Australia

Ref: SUULD

Dear Sir/Madam,

With reference to above, pursuant to regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we are pleased to inform that Suumaya Lifestyle Limited has associated for In-Stadia branding for the upcoming two month Indian Cricket tour to Australia. The campaign would take 'Suumaya' brand on the Global platform with huge viewership expected for the much awaited tour involving ODIs, T20Is and Test matches.

Kindly take the same on your records.

Thanking you,

**For Suumaya Lifestyle Limited**

ISHITA MAHESH GALA

Digitally signed by ISHITA MAHESH GALA
Date: 2020.11.24 15:30:48 +05'30'

**Ishita Gala**
**Managing Director**
**DIN: 07165038**

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