

REF: SWIGGY/SE/2024-25/14

Date: December 11, 2024

To The Deputy Manager Department of Corporate Services BSE Limited PJ Towers, Dalal Street Mumbai -400001 <b>Scrip Code: 544285</b>	To The Manager National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block Bandra-Kurla Complex, Bandra (E), Mumbai 400051 <b>Symbol: SWIGGY</b>
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Dear Sir/ Madam,

**Sub: Press Release – December 11, 2024.**

We hereby submit the attached press release dated December 11, 2024, pursuant to the requirements under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This disclosure pertains to the launch of “**One BLCK, An Invite-Only Premium Membership**”.

Yours faithfully,

For and on behalf of  
**Swiggy Limited**

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**M. Sridhar**  
Company Secretary & Compliance Officer  
Mem No: F9606

**SWIGGY LIMITED**

(formerly known as “Swiggy Private Limited” and “Bundl Technologies Private Limited”) | CIN: U74110KA2013PLC096530

[www.swiggy.com](http://www.swiggy.com) | T: 080-68422422

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## Swiggy Launches One BLCK, An Invite-Only Premium Membership

- *One BLCK provides exclusive benefits, including an On-Time Guarantee, faster food deliveries, complimentary cocktails or desserts when dining out, and much more*
- *Tailored for users who seek exceptional convenience, One BLCK elevates the Swiggy experience to a whole new level*

**Bengaluru, Dec 11, 2024:** Swiggy Ltd (NSE: SWIGGY), India's pioneering on-demand convenience platform, today introduced **One BLCK**, an exclusive, invite-only membership for consumers seeking the highest level of convenience and service.

**One BLCK** is designed to deliver an elevated Swiggy experience. Members will enjoy faster deliveries on every food order, along with an On-Time Guarantee. When dining out, members can indulge in complimentary cocktails, drinks, or desserts. They will also benefit from access to Swiggy's top customer care agents for personalized, priority support.

**One BLCK** members will also enjoy all the benefits of the current **Swiggy One** membership, including unlimited free deliveries on both food delivery and Instamart, as well as exclusive member-only discounts on food delivery and Dineout.

### Industry's First Premium Membership

**One BLCK** is the country's only membership that offers benefits across categories of food delivery, quick commerce and dining out, along with industry-first benefits for premium users. Members also gain access to exclusive perks from top partner brands such as Amazon Prime, Hotstar, Hamleys, Cinepolis, and more. To celebrate the launch, **One BLCK** members will receive a One BLCK-only complimentary Yatra Prime membership.

"We are thrilled to introduce Swiggy One BLCK, designed to provide an elevated experience for users who demand the highest levels of service, convenience, and exclusive privileges from Swiggy," said **Phani Kishan, Co-founder and CGO of Swiggy**. "Swiggy One BLCK is the business-class equivalent for our customers—refining the aspects that matter most to premium users: speed, reliability, and personalized care. With this launch, we're setting a new benchmark for premium memberships in the industry."

Launched in 2021, ~80% of **Swiggy One** members use two or more services on Swiggy and spend 3x more than non-Swiggy One members. With the introduction of this premium service **One BLCK**, Swiggy aims to elevate the experience for premium customers while driving growth across all its businesses.



Available by invitation only, Swiggy One BLCK is offered at a launch price of INR 299 for a 3-month plan. Invitations to Swiggy One BLCK will be rolled out in phases, making this coveted membership available to select users across India. Existing Swiggy One members can also upgrade to this new membership.

### **About Swiggy Ltd.**

Swiggy is India's pioneering on-demand convenience platform, catering to millions of consumers each month. Founded in 2014, its mission is to elevate the quality of life for the urban consumer by offering unparalleled convenience, enabled by over 5 lakh delivery partners. With an extensive footprint in food delivery, Swiggy Food collaborates with over 2 lakh restaurants across 680+ cities. Swiggy Instamart, its quick commerce platform operating in 50+ cities, delivers groceries and other essentials across 20+ categories in 10 minutes. Fueled by a commitment to innovation, Swiggy continually incubates and integrates new services like Swiggy Dineout and Swiggy Genie into its multi-service app. Leveraging cutting-edge technology and Swiggy One, the country's only membership program offering benefits across food, quick commerce, dining out, and pick-up and drop services, Swiggy aims to provide a superior experience to its users.

For more details, please visit our website: [www.swiggy.com/corporate/](http://www.swiggy.com/corporate/)

**For further information, please contact:**

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