



Ref: SEC/SE/57/2025-26

Date: 27th September 2025

The Manager- Listing The National Stock Exchange of India Limited “Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051 NSE SYMBOL: SENC0	The Manager – Listing BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001 BSE SCRIP CODE: 543936
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Dear Sir(s)/ Madam(s),

Sub: -Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 –Update on Strategic & Marketing tie- up with August Jewellery Private Limited

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we had informed vide our letter dated 24th April, 2025 that the Company had entered into a Strategic and Marketing tie-up with August Jewellery Private Limited (“AJPL”), having omnichannel brand “Melorra”. The said arrangement was valid till 30th September 2025.

In continuation to our earlier intimation dated 24th April 2025, we would like to inform you that the said Strategic & Marketing tie-up with AJPL has been extended till 31st December, 2025 on the same terms and conditions as stated in our earlier intimation.

The details required under Regulation 30(6) and Schedule III of the SEBI Listing Regulations read SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 is enclosed as **Annexure-1** to this intimation.

This intimation shall also be available on the website of the Company.

This is for your information and records.

Yours sincerely,

For SENC0 GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance Officer
Membership No. A20051

Senco Gold Limited
CIN NO. : L36911WB1994PLC064637
Registered & Corporate Office : “Diamond Prestige”,
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017
Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025
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Annexure 1

Arrangements for strategic, technical, manufacturing, or marketing tie-up: Agreement/ joint venture (JV) with companies

Sr. No.	Particulars	Disclosure
i.	Name of the entity(ies) with whom agreement/ JV is signed	August Jewellery Private Limited (“AJPL”)
ii.	Area of agreement/JV	Same as informed vide our earlier intimation dated 24 th April, 2025.
iii.	Domestic/international	Domestic
iv.	Share exchange ratio / JV ratio	Not Applicable as this is short-term strategic and marketing tie-up.
v.	Scope of business operation of agreement / JV	Same as informed vide our earlier intimation dated 24 th April, 2025.
vi.	Details of consideration paid / received in agreement / JV	Not Applicable
vii.	Significant terms and conditions of agreement / JV in brief	Same as informed vide our earlier intimation dated 24 th April, 2025 except for the tenure which stands extended till 31 st December, 2025.
viii.	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 interest and details thereof and whether the same is done at “arm’s length”	There is no acquisition involved. Further the transaction is not a related party transaction.
ix.	Size of the entity(ies)	Not applicable as no new entity is being formed.
x.	Rationale and benefit expected	Same as informed vide our earlier intimation dated 24 th April, 2025.

Senco Gold Limited

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