



Dated: 25th December, 2023

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai -400051

<i>Symbol- TOUCHWOOD</i>	<i>ISIN- INE486Y01013</i>	<i>Series- EQ</i>
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Sub: Press Release

Dear Sir/Ma'am,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith the Press Release issued by the Company, Touchwood Entertainment Limited.

The Press Release will also be made available on the website of the Company www.touchwood.in.

This is for your information and records.

Thanking You
Yours faithfully,

For Touchwood Entertainment Ltd.

Ashima Arora
Company Secretary & Compliance Officer
Membership No. A58754

Encl: As above

Touchwood Entertainment Limited

Thrivingly celebrated "Make Me Up Festival 3.0", being India's biggest beauty & makeup festival

New Delhi, India, December 25th, 2023 - MakeMeUp Private Limited, a subsidiary of Touchwood Entertainment Limited (NSE: TOUCHWOOD), showcased the latest trends, innovations, and products in the beauty and makeup industry, providing a platform for beauty experts, makeup artists, influencers, and beauty enthusiasts to come together and celebrate their passion for all things beauty.

MakeMeUp Private Limited, a subsidiary of Touchwood Entertainment Limited is engaged in the business of creating a platform that connects consumers to top notch beauty professionals, products and provides access to beauty experiences. MakeMeUp operates in the beauty & makeup industry. The brand strives to recognise and connect the entire beauty community in a manner of business association.

The Make Me Up Festival is an annual celebration of beauty, creativity, and innovation in the makeup industry. The two-day event focuses on education, inspiration, and inclusivity, the festival aims to bring together makeup enthusiasts, professionals, and industry leaders for an immersive and dynamic experience.

The Make Me Up Festival 3.0, a two-day extravaganza dedicated to all things beauty, **took place at DLF Avenue, Saket from December 23rd to 24th, 2023** with a resounding success, leaving attendees and participants buzzing with inspiration and excitement.

Key highlights of The Make Me Up Festival, 2023:

The festival featured a stellar lineup of renowned makeup artists and influencers conducting hands-on workshops and masterclasses. Attendees were treated to a diverse range of techniques, styles, and trends, gaining valuable insights from the industry's leading experts.

DAY 1, DECEMBER 23, 2023

- ✚ The Make Me Up Festival 3.0 began with a stream of tremendous makeup master classes by **Make Me Up School**, conducted by MUA Anurag Arya followed by **MAC Cosmetics** conducted by their makeup expert Chirag & **Lotus Herbals**, conducted by ace MUA Chandni Singh. The pool of educational tips and tricks hovered over students, creating the perfect environment for the grand start of DAY-1.

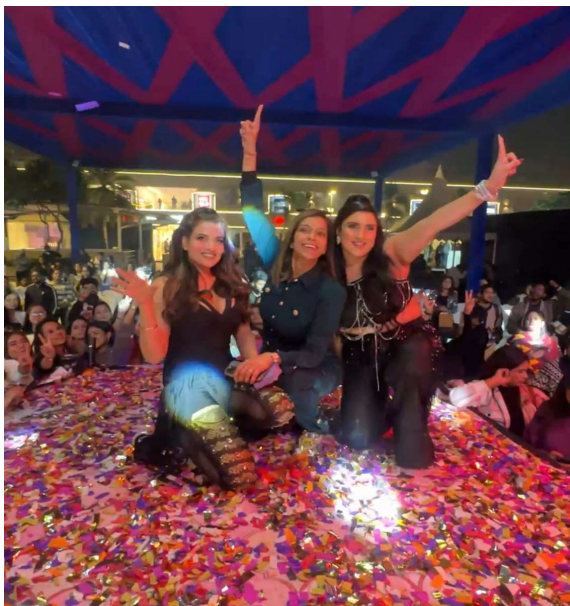
- ✚ Special appearances and meet-and-greet sessions with renowned makeup artists and influencers, including Guneet Viridi, Kirti Singh, Bhumika Bahl, Gomit Chopra, Manveen Kaur, Jasmeen Kaur & Sameep Ved, alongside Almost Aayush, a prominent Emcee in India on stage, added an extra layer of excitement for fans and attendees.
- ✚ The festival's main stage came alive with a diverse lineup of musical performances & dance acts by DJ Mask Box & Drag Performances by Lush Monsoon & Seventeen Sins.

DAY 2, DECEMBER 24, 2023

- ✚ The day commenced with a warm welcome extended to all the exhibitors participating at the Make Me Up Festival 3.0. Ms. Kanika Arora Bablani, in her opening remarks, set the tone for the day's activities and expressed gratitude for the exhibitors' presence and contribution to the event.
- ✚ The event continued with makeup master classes by **Make Me Up School**, conducted by veteran MUA Shalini Singh, **Bobbi Brown**, conducted by MUA Anurag Arya & **Lotus Herbals**, conducted by the very talented MUA Vinay Makeovers.
- ✚ This was followed by a series of captivating performances by renowned makeup artists and influencers, including Meenakshi Dutt, Chandni Singh, Harpreeth Kaur, Sunny Hairport, Sarah Khan & Iza Setia, alongside Almost Aayush that added entertainment and vibrancy to the day's festivities.
- ✚ The synergy between makeup and music was celebrated with unique live performances by Drag Performances by Lush Monsoon & Seventeen Sins. The fusion of beauty and music captivated the audience and showcased the interconnectedness of these art forms.
- ✚ The festival concluded its two-day extravaganza with a dazzling display of entertainment and live performance by **Navraj Hans**. The combination of music and makeup created an atmosphere of pure magic. His electrifying performance created lasting memories for everyone in the audience. The final day of the event concluded on a high note with an after-party featuring **DJ Sumit Sethi**. His incredible performances and music had everyone on their feet, dancing to the tunes he played.

Ms. Kanika Arora Bablani, Founder MakeMeUp, expressed gratitude for the overwhelming response, stating, 'We are thrilled with the success of the **Make Me Up Festival 3.0**. This event brought together the best in the industry, fostering creativity, inclusivity, and a shared passion for beauty.'





Touchwood at a Glance:

Headquartered in Delhi, Touchwood Entertainment Limited, established in 1997, specializes in a variety of event facilities, ranging from event planning & marketing to production services for the events.

Touchwood is known for its larger than life, awe-inspiring setups and formats and completely personalized service to clients. It provides end-to-end solutions for all kinds of events – be it corporate, social or political. Touchwood team is comprised of 42 professionals with a fully developed and functional in-house production facility. It has a panel of skilled craftsmen and band of highly qualified designers add the extra edge to its deliverables.

For more information, please contact:

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Safe Harbour:

This release contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Touchwood undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.