V2 Retail Limited

04th November, 2026

BSE Ltd.
Corporate Relation Department,
Listing Department,
Rotunda Building, PJ Towers,
Dalal Street, Mumbai – 400 023.
Scrip Code: 532867

National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza, C-1, Block- G,
Bandra Kurla Complex
Bandra (East) Mumbai–400 051
NSE Symbol: V2RETAIL

Sub: Press Release on V2 Retail announces landmark Long Term Exclusive Retail Partnership with Cupid Limited- Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Please find enclosed herewith press release on long term exclusive retail partnership with Cupid Limited across 425+ stores and future stores to strengthen personal care, wellness and consumer product offerings.

The above information will also be available on the website of the Company at www.v2retail.com

We request you to take the above information on record.

Thanking you,

YOURS FAITHFULLY,
FOR V2 RETAIL LIMITED

SHIVAM AGGARWAL
Digitally signed by SHIVAM AGGARWAL
Date: 2026.11.04 20:12:49 +05'30'

SHIVAM AGGARWAL
COMPANY SECRETARY & COMPLIANCE OFFICER

V2 Retail Limited Enters into Strategic Retail Partnership with Cupid Limited Across 425+ Stores

Dedicated Retail Space of 400 Sq. Ft. Across Existing And Future Stores To Strengthen Personal Care, Wellness And Consumer Product Offerings.

New Delhi, November 4, 2026: V2 Retail Limited **(V2 Retail)**, one of India's leading and fastest growing Value Retail Company, with **427 stores** spread across **26 states** and **1 Union Territory** has entered into a long-term strategic retail arrangement with Cupid Limited, a growing player in the personal care, wellness and consumer healthcare segment.

Under the arrangement, Cupid Limited will receive 400 square feet of dedicated retail space across V2 Retail's existing network of over 425 stores, as well as all future stores opened by the Company. The initiative is aimed at strengthening V2 Retail's product assortment by introducing a wider range of personal care, hygiene, wellness and consumer products across its retail network.

Supply operations are expected to commence shortly, with the products targeted to be available across V2 Retail's entire store network by mid-December 2026. The partnership is expected to enhance product accessibility, provide customers with greater choice and further strengthen V2 Retail's in-store shopping experience.

Commenting on the development results and performance, Mr. Ram Chandra Agarwal, Chairman & Managing Director said:

"We are delighted to enter into this long-term strategic arrangement with Cupid Limited, a company that is rapidly establishing itself as a strong and trusted Indian brand in the personal care and wellness segment. At V2 Retail, our focus has always been on delivering exceptional value to our customers through a combination of quality, affordability and choice.

Cupid's growing portfolio of high-quality personal care and wellness products will significantly strengthen our in-store offerings and allow us to provide our customers with superior-quality products at highly compelling price points. We see significant potential in this partnership as personal care, hygiene and wellness become increasingly important categories for Indian consumers.

By providing Cupid with dedicated retail space across our entire store network, we intend to build a strong, differentiated offering that enhances the shopping experience, drives incremental customer engagement and creates meaningful value for both organisations.

As V2 Retail continues expanding its footprint across India, we look forward to growing this partnership and bringing Cupid's products to an increasingly large customer base."

About V2 Retail Limited:

V2 Retail is among the fastest-growing value fashion retailers in India, with strong brand equity and a loyal customer base across diverse demographic segments. The Company offers a wide portfolio of **apparel and lifestyle products**, delivering **quality fashion at affordable prices** under its core philosophy of **"Value and Variety".**

V2 Retail has established a **strong presence across Northern and Eastern India**, with a focused strategy to serve the **neo-middle-class population** in **Tier II and Tier III cities**. By offering **well-curated, trend-forward assortments** at accessible price points, the Company continues to address the evolving needs of India's aspirational consumers.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Investor Relation Advisors	Company
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