



VEEKAYEM FASHION AND APPARELS LIMITED

REGD. OFF. : - 113, UDYOG BHAVAN, SHARMA IND. ESTATE, WALBHAT ROAD, GOREGAON EAST,
MUMBAI – 400063, MAHARASHTRA, INDIA

Email: admin_mumbai@vkmggroups.biz Website: www.vkmggroups.com

Telephone No. 022- 40351414, 40351481

CIN: U17120MH1985PLC037516

02nd February 2024

To,

National Stock Exchange of India Limited

Listing Compliance Department,

Exchange Plaza, Plot No. C – 1,

Block - G, Bandra Kurla Complex,

Bandra (E), Mumbai – 400051

Symbol: VEEKAYEM

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to Regulation 30(4) read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations), read with the SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, and in accordance with the Company's Policy on Determination of Materiality for Disclosure of Events or Information, we wish to inform you that the Company proposes to launch its brand "Velamen" online on the brands website <https://velamen.in> starting with its first product men's T-Shirt for the purpose of online showcase and B2C direct selling to end user customers at an event to be held in Ahmedabad on 7th of February 2024 at 17.00 Hrs. IST.

This is for your information and record please.

Thanking you,

Yours Faithfully.

For Veekayem Fashion and Apparels Limited

**Gopika
Singh**

Digitally signed
by Gopika Singh
Date: 2024.02.02
09:33:09 +05'30'

Gopika Singh

Company Secretary

Mem. No. - 23550

Place: Mumbai