Phn.: 92122 00000

ROCKING DEALS

ROCKINGDEALS CIRCULAR ECONOMY LIMITED

Reg. Office: 12/3, Milestone, Near Sarai Metro Station, Mathura Road, Faridabad, Haruana-121003

7th October, 2025

To,

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E), Mumbai – 400051

Trading Symbol: ROCKINGDCE

Subject: Intimation regarding Acceleration of National and Global Expansion with Strategic Entry into Quick Commerce by Rockingdeals Circular Economy Limited (RDCEL)

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with Part A of Schedule III, we wish to inform you that Rockingdeals Circular Economy Limited (RDCEL) has announced its strategic entry into the Quick Commerce (Q-Commerce) segment through its newly incorporated subsidiary, Sustainquest Private Limited (SQPL).

This marks a significant milestone in RDCEL's growth journey as it expands from a strong re-commerce foundation into a full-spectrum value-delivery platform. Through SQPL, the Company aims to offer instant access to branded consumer goods across categories such as daily essentials, lifestyle, and electronics via rapid delivery services powered by digital platforms and efficient supply chains.

The detailed press release in this regard is enclosed herewith for your reference and dissemination on your website.

This is for your information & records.

Thanking You,
Yours Faithfully
For Rockingdeals Circular Economy Limited

Deepika Dixit
Digitally signed by Deepika Dixit
Date: 2025.10.07 14:54:45 +05'30'

(Deepika Dixit)
Company Secretary & Compliance officer
ICSI Membership No: ACS61222

ROCKING DEALS

PRESS RELEASE

Rockingdeals Circular Economy Limited (RDCEL) Accelerates National and Global Expansion with Strategic Entry into Quick Commerce

Faridabad, October 7, 2025 — Rockingdeals Circular Economy Limited (RDCEL), an NSE Emerge-listed company, has announced a significant step in its growth journey with a strategic entry into the fast-evolving Quick Commerce (Q-Commerce) sector. Through its newly established subsidiary, **Sustainquest Private Limited (SQPL)**, RDCEL aims to deliver a faster, smarter, and more accessible value-driven experience to consumers across India and abroad.

Building upon its strong foundation in re-commerce, RDCEL's foray into Quick Commerce marks its transformation into a full-spectrum value-delivery platform. The company plans to offer instant access to national and international branded consumer goods — ranging from daily essentials to lifestyle and electronic products — through rapid delivery services enabled by a robust digital platform and efficient supply chain systems.

"Our vision is evolving. We are transforming from a strong re-commerce player to a full-spectrum value-delivery platform," said **Mr. Aman Preet, Managing Director of RDCEL**. "By entering the Q-Commerce space, we are redefining how consumers experience convenience, affordability, and trust — bringing branded products to their doorsteps in minutes."

Sustainquest Private Limited (SQPL), the new subsidiary of RDCEL, focuses on the wholesale and distribution of pre-owned and refurbished goods, leveraging technology to enhance last-mile connectivity and product accessibility. This entry strengthens RDCEL's commitment to sustainability and its mission of extending product lifecycles through responsible consumption and re-use.

RDCEL's proven re-commerce model remains at the heart of its circular economy approach. The company sources surplus, open-box, and refurbished products directly from manufacturers and distributors, offering genuine branded goods at highly competitive prices. Its popular Rockingdeals Garden Sale — now a regular consumer feature — continues to attract strong participation, offering exceptional discounts on a wide range of national and international products while promoting sustainable consumption.

"Our re-commerce model allows us to extend the life of products while keeping prices accessible," added **Mr. Aman Preet**. "With our expansion into Q-Commerce, we are creating a faster, greener, and more inclusive ecosystem for modern consumers."

RDCEL's strategic roadmap includes an aggressive domestic and global expansion. In India, it plans to scale operations through a franchise-led model, making the Rockingdeals experience accessible across states by FY26. Internationally, the company is preparing to enter the MENA region, supported by expansion funding that will help drive growth and employment across refurbishment, logistics, and retail sectors.

By diversifying into Quick Commerce, Rockingdeals Circular Economy Limited is strengthening its position as a pioneer in sustainable retail — advancing affordability, accessibility, and environmental responsibility through innovation.

About Rockingdeals Circular Economy Limited (RDCEL)

Rockingdeals Circular Economy Limited (RDCEL) is India's leading B2B re-commerce company, now strategically expanding into high-speed Quick Commerce through its subsidiary Sustainquest Private Limited (SQPL). Listed on NSE Emerge, RDCEL operates a trading-led model that extends product lifecycles by sourcing surplus, open-box, and refurbished goods directly from manufacturers and distributors. The company is committed to sustainability, affordability, and innovation in value delivery — building resilient re-commerce and Q-Commerce ecosystems for India and beyond.