

Date: 9th April, 2026

To, The Manager - Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street,
Mumbai – 400001

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Strategic Partnership with LG Electronics India Limited and Launch of "JOJO TV" on LG Channels Platform

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that **JOJO Limited** has entered into a strategic partnership with **LG Electronics India Limited**, one of the world's leading consumer electronics brands, through which the Company has launched its dedicated branded channel, "**JOJO TV**", on the **LG Channels** platform, now live at **Channel No. 379** on LG Smart TVs.

Through this partnership, JOJO TV is now natively embedded within LG's connected TV ecosystem, accessible to a wide base of LG Smart TV users across multiple geographies, without any subscription barrier, marking a significant expansion of the Company's content distribution beyond app-based streaming and into the connected TV living room.

For JOJO Limited, home to the world's largest only Gujarati OTT platform, this partnership represents a defining milestone in its evolution from a regional streaming platform to a globally distributed connected TV brand, with its content now present across living rooms spanning multiple continents through hardware-native distribution on one of the world's most widely used Smart TV platforms.

The Company views this strategic partnership as a meaningful driver of audience growth, brand visibility, and long-term distribution scale, and it is consistent with JOJO's vision of establishing itself as a truly global digital entertainment brand across every connected screen ecosystem worldwide.

Kindly take the above information on record.

Thanking You,



For JOJO Limited (formerly known as Madhuveer Com 18 Network Limited)

Name: Pushti Rajani

Designation: Company Secretary and Compliance Officer (Membership No.A78352)