

December 10, 2025

To  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Scrip Code: 512038

**Sub.: Allotment of 11,68,751 Equity Shares of the Company on a preferential basis for consideration other than cash.**

Dear Sir/Ma'am,

Further to our intimations dated October 14, 2025, October 31, 2025 and December 8, 2025, and pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we hereby inform you that the Management Committee of the Board of Directors of the Company, at its meeting held on December 10, 2025, has considered and approved the allotment of 11,68,751 (Eleven Lakh Sixty-Eight Thousand Seven Hundred Fifty-One) fully paid-up equity shares of face value of Rs. 10 (Rupees Ten) each, at an issue price of Rs. 557.9445 (Rupees Five Hundred Fifty-Seven and Ninety-Four Paise) per share, including a premium of Rs. 547.9445 (Rupees Five Hundred Forty-Seven and Ninety-Four Paise) per share, aggregating to Rs. 65,20,98,192.32 (Rupees Sixty-Five Crore Twenty Lakh Ninety-Eight Thousand One Hundred Ninety-Two and Thirty-Two Paise only).

The said allotment has been made on a preferential basis to persons other than the promoter group, being the shareholders of Pepperfry Limited ("Pepperfry"), for consideration other than cash, in lieu of additional acquisition of 9.49% stake in Pepperfry on fully diluted basis by way of a share swap. These allotted Equity Shares shall rank pari-passu, in all respects with existing equity shares of the Company.

The details as required to be disclosed pursuant to SEBI Circular No. SEBI/HO/CFD/POD2/CIR/P/0155 dated November 11, 2024, are enclosed as **Annexure-1**.

Kindly take the same on records.

Thanking you,  
For TCC Concept Limited

Isha Arora  
Company Secretary & Compliance Officer

**TCC Concept Limited**

Regd. Office: 5<sup>th</sup> Floor, VB Capitol Building, Range Hill Road, Opp. Hotel Symphony, Bhoslenagar, Shivajinagar,  
Pune-411007 | CIN: L68200PN1984PLC222140 | Tel.: 020 2952 0104  
Email Id: [compliance@tccltd.in](mailto:compliance@tccltd.in) | Website: [www.tccltd.in](http://www.tccltd.in)

# Annexure-1

Sr. No.	Particulars	Information
1	Type of securities issued (viz. equity shares, convertibles etc.);	Equity Shares
2	Type of issuance (further public offering, rights issue, depository receipts (ADR/GDR), qualified institutions placement, preferential allotment etc.);	Preferential Allotment
3	Total number of securities issued or the total amount for which the securities issued (approximately)	1,18,55,560 (One crore eighteen lakh fifty-five thousand five hundred sixty) fully paid-up equity shares of the Company of the face value of Rs. 10 (Rupees Ten) each share on preferential basis at a price of Rs. 557.9445 (Rupees Five Hundred Fifty-Seven and Ninety-Four Paise) per Subscription Share including premium of Rs. 547.9445 (Rupees Five Hundred Forty-Seven and Ninety-Four Paise) per Share aggregating to Rs. 6,61,47,44,496.42 (Rupees Six hundred sixty-one crore forty-seven lakh forty-four thousand four hundred ninety-six and forty-two paise).
4	Disclosure in case of preferential issue:	
i.	names of the investors;	As mentioned in <b>Scheduled-A</b> enclosed herewith.
ii.	post allotment of securities - outcome of the subscription, issue price / <del>allotted price (in case of convertibles)</del> , number of investors;	Allotment of 11,68,751 (Eleven Lakh Sixty-Eight Thousand Seven Hundred Fifty-One) fully paid-up equity shares of face value of Rs. 10 (Rupees Ten) each, at an issue price of Rs. 557.9445 (Rupees Five Hundred Fifty-Seven and Ninety-Four Paise) per share, including a premium of Rs. 547.9445 (Rupees Five Hundred Forty-Seven and Ninety-Four Paise) per share, aggregating to Rs. 65,20,98,192.32 (Rupees Sixty-Five Crore Twenty Lakh Ninety-Eight Thousand One Hundred Ninety-Two and Thirty-Two Paise only) to 18 Number of investors.
iii.	in case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument;	Not Applicable

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**Scheduled-A**

<b>Sr. No.</b>	<b>Name of Allottee</b>	<b>Category</b>	<b>No. of Shares Allotted</b>
1.	Aarin Capital Partners	Non-Promoter	62,694
2.	Ace Insurance Brokers Pvt Ltd	Non-Promoter	40,588
3.	Ajay Vijay Chauhan	Non-Promoter	18,774
4.	Amarjit Singh Batra	Non-Promoter	5,073
5.	Anil Arora	Non-Promoter	2
6.	Anupama Vedantam	Non-Promoter	172
7.	Anupama Vedantam (Vedantam Family Trust)	Non-Promoter	36,279
8.	Forward Commercial LLP	Non-Promoter	2
9.	Iannuccillo Family Trust	Non-Promoter	22,832
10.	Indiblu Investment Advisors (Mauritius) Limited	Non-Promoter	16
11.	MMG Advisors LLP (Partners - Sanjeev Agrawal & Anant Agarwal)	Non-Promoter	50,742
12.	Panthera Growth Fund VCC – Panthera Growth I	Non-Promoter	7,03,499
13.	Pranabh Dinesh Mody	Non-Promoter	76,112
14.	Samar Sharad Chauhan	Non-Promoter	18,774
15.	Subodh Gupta	Non-Promoter	40,592
16.	Sumati Ravi Raheja	Non-Promoter	40,592
17.	The Kevin and Karen Jenkins – Johnson Family Living Trust	Non-Promoter	11,416
18.	Universal Trustees Private Limited (Farida Khambata Family Trust)	Non-Promoter	40,592

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