



December 10, 2025

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

Sub.: Update on acquisition of Pepperfry Limited.

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 Listing Regulations, we wish to inform you that the TCC Concept Limited ("the Company") has made acquisition in Pepperfry Limited ("Pepperfry") in addition to existing acquisition.

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: 5th 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 | Website: www.tccltd.in

Annexure-1

Sr. No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.;	<p>Name: Pepperfry Limited (“Pepperfry”)</p> <p><u>About Pepperfry:</u> Founded in 2012 by Late Mr. Ambareesh Murty and Mr. Ashish Shah, Pepperfry is India’s largest omnichannel furniture and home goods e-commerce marketplace. With a robust supply chain, 150+ studios across 100+ cities, and Assisted Buying services, it ensures a seamless customer experience. Pepperfry has redefined how India shops for furniture and home décor.</p> <p>Turnover for FY 2025: Rs. 164.18 Crores</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	No, acquisition of Pepperfry does not qualify as related party transaction and none of the promoters or members of the promoter group or directors of the Company are interested in the transaction.
3	Industry to which the entity being acquired belongs;	Online Market Place (E-Commerce)
4	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	The acquisition of Pepperfry will strengthen the Company’s presence in the e-commerce and digital marketplace space, complementing its core focus on technology-driven platforms. By integration of Pepperfry’s established furniture and home goods marketplace with the Company’s innovation and digital expertise, the Company will enhance customer experience, create operational synergies, and unlock new growth opportunities. This acquisition is in line with the Company’s vision of building scalable and technology-enabled consumer platforms.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	The Company has received all requisite approvals for the acquisition including In-principal Approval of BSE Limited for Preferential Issue and approval of the members of the company.

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6	Indicative time period for completion of the acquisition;	<p>The Company has completed acquisition of 89.09% stake on fully diluted basis of Pepperfry is completed till December 8, 2025.</p> <p>Additionally, the Company has acquired 9.66% additional stake on fully diluted basis of Pepperfry on December 10, 2025.</p> <p>Accordingly, the acquisition of 98.75% stake on fully diluted basis of Pepperfry is completed.</p>
7	Consideration - whether cash consideration or share swap or any other form and details of the same;	<p>Share swap - The Company has issued 11,68,751 (Eleven Lakh Sixty-Eight Thousand Seven Hundred Fifty-One) equity shares under the Share Acquisition Agreement in consideration for the shares of Pepperfry for acquisition of 9.49% stake in Pepperfry on fully diluted basis.</p> <p>Cash – The Company has paid Rs. 3,906 to acquire 0.17% stake in Pepperfry on fully diluted basis.</p>
8	Cost of acquisition and/or the price at which the shares are acquired	Cost of Acquisition - Rs. 65,21,02,098.32 (Rupees Sixty-Five Crore Twenty One Lakh Two Thousand Ninety Eight and Thirty-Two Paise only) for 9.66% stake of Pepperfry on fully-diluted basis
9	Percentage of shareholding / control acquired and / or number of shares acquired;	The Company has additionally acquired 34,17,381 equity shares and 2,97,124 Compulsorily Convertible Preference Shares (CCPS), representing 9.66% of Pepperfry on a fully diluted basis.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>Brief Background: Please refer point 1 above.</p> <p>Date of Incorporation: July 25, 2011</p> <p>Line of business: The Company is an online marketplace provider hosting an e-commerce platform facilitating sale of home décor items and furniture to customers by third party vendors. Further, the Company is the holding company of (i) Pepperfry Modular Private Limited, (ii) Clouddio Sleep Private Limited, and (iii) Pepcart Logistics Private Limited.</p> <p>Last 3 Years Turnover: FY 2024-25 – Rs. 164.18 Crores</p>

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		<p>FY 2023-24 – Rs. 188.99 Crores FY 2022-23 – Rs. 272.40 Crores</p> <p>Presence and Incorporation: India</p>
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