

Ref. No.: Ethos/Secretarial/2026-27/08

Dated: April 30, 2026

Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400051

Scrip Code: 543532
ISIN: INE04TZ01018

Trading Symbol: ETHOSLTD

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Acquisition of shares in Ethos Lifestyle Private Limited, subsidiary of the Company

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we hereby inform you that the Company has acquired 1,89,480 equity shares of INR 1,069 each of Ethos Lifestyle Private Limited, subsidiary of the Company from Mr. Pranav Shankar Saboo, a Promoter and Director of the Company as well as a Director and shareholder of Ethos Lifestyle Private Limited. Consequently, the shareholding of Ethos Limited (the 'Company') in Ethos Lifestyle Private Limited will increase from 75.05% to 77.42%.

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular- HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 in respect of matter stated above is enclosed as Annexure I.

The above information will also be available on the website of the Company.

You are requested to please take on record the above-mentioned information for your reference and further needful.

Thanking You,
Sincerely,

For Ethos Limited

Munish Gupta
Chief Financial Officer

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular- HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026

S. No.	Particulars	Details
1	Name of the target entity, details in brief as size, turnover, etc.	<p>Ethos Lifestyle Private Limited is subsidiary of Ethos Limited having it registered office at 359, Udyog Vihar, Phase-II, Gurgaon, Haryana – 122002</p> <p>The Company has a paid-up capital of ₹7,99,49,420 divided into 79,94,942 shares of ₹ 10 each.</p> <p>The Company reported turnover as nil as at 31st March, 2025.</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.”	<p>Yes, the proposed acquisition qualifies as a related party transaction.</p> <p>Ethos Limited has acquired 1,89,480 (One Lakh Eighty-Nine Thousand Four Hundred Eighty) equity shares of Ethos Lifestyle Private Limited (“ELPL”) from Mr. Pranav Shankar Saboo, a Promoter and Director of the Company as well as a Director and shareholder of ELPL, for an aggregate consideration of approximately ₹20.26 crore, at ₹1,069 per share.</p> <p>The transaction has been undertaken on an arm’s length basis.</p>
3	Industry to which the entity being acquired belongs.	Lifestyle and Fashion industry and related areas
4	Objects and effects 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 is intended to consolidate the Company’s shareholding in Ethos Lifestyle Private Limited, which anchors the Group’s luxury lifestyle vertical and plays a pivotal role in the long-term strategy of diversifying into global luxury brands beyond horology. Enhanced shareholding will strengthen strategic alignment, streamline governance, and provide greater financial and operational flexibility at the subsidiary level.

5	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6	Indicative time period for completion of the acquisition.	April 30, 2026
7	Nature of consideration – whether cash consideration or share swap and details of the same.	Cash consideration – payment made through online banking system
8	Cost of acquisition or the price at which the shares are acquired.	₹ 20,25,54,120 for subscribing to 1,89,480 shares at ₹ 1,069 per share
9	Percentage of shareholding /control acquired and/or number of shares acquired.	2.37% of shareholding acquired
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>Ethos Lifestyle Private Limited is subsidiary of Ethos Limited having it registered office at 359, Udyog Vihar, Phase-II, Gurgaon, Haryana, India – 122002.</p> <p>The Company was incorporated on February 02, 2024.</p> <p>The Company has a paid up capital of ₹7,99,49,420 divided into 79,94,942 shares of ₹ 10 each. The Company reported turnover as nil as at 31st March, 2025.</p> <p>The main object of the Company is retail sale of luxury lifestyle products and jewellery.</p>

— **ETHOS LIMITED** —

Registered Office:

Plot No. 3, Sector III, Parwanoo,
Himachal Pradesh - 173220, India

Corporate Office:

Kamla Centre, S.C.O. 88-89, Sector 8-C,
Chandigarh - 160009, India

Head Office:

Global Gateway Towers A, 1st Floor, MG Road,
Sector 26, Gurugram, Haryana - 122002, India