

December 23, 2024

To,
National Stock Exchange of India Limited
Symbol – Symphony

To,
BSE Limited
Security Code – 517385

Sub.: Update on launch of Storage Water Heaters in India

Ref: our earlier intimation dated August 6, 2024 regarding the product launch – Storage Water Heaters in India

Dear Sir/Madam,

We are pleased to provide an update on the Company's newly launched nine (9) new SKUs of "Storage Water Heaters". These innovative products have been introduced in a couple of states through modern trade channels during the current winter season. The Company's marketing initiatives through various channels, including Live in Cinema advertising riding on the wave of "Pushpa - 2" success, social media campaigns, and strategic outdoor marketing efforts etc. are generating considerable buzz for these products in these markets.

We are pleased to inform that these innovative storage water heaters will soon be available nationwide during the current winter season through e-commerce and D2C platforms. Furthermore, the company will be introducing these products in some other states through Modern Retail Stores during the current winter season. This is aimed to enhance market reach and capitalize on the demand for innovative storage water heaters.

Thanking You,

Yours Truly,
For, Symphony Limited

Mayur Barvadiya
Company Secretary and Head - Legal