

**November 19, 2024**

**BSE Limited**

25<sup>th</sup> Floor, P J Towers,  
Dalal Street, Fort,  
Mumbai - 400 001  
Scrip Code: 531637

Dear Sirs,

**Sub. : Press Release - Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

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With reference to the captioned subject, we are pleased to inform that the Praveg Limited partners with Lallooji & Sons as “**Master Franchise for Rann Utsav 2024-25**”. In addition, Praveg will serve as the **sole partner for event conceptualization, consulting & management, and artist coordination for the Rann Utsav**, making it a one-stop solution for delivering an unparalleled visitor experience.

Please find attached herewith a copy of the press release in this regard.

Please take the above intimation on record.

Thanking You,

Yours Faithfully,

**For Praveg Limited**

*(Formerly known as Praveg Communications (India) Limited)*

**Mukesh Chaudhary**

*Company Secretary &  
Compliance Officer*

Encl. : As Above

**PRAVEG LIMITED**

*(Formerly known as Praveg Communications (India) Limited)*

Regd. Office: 18th Floor, Westport, Opp. Montecristo Banquet, Sindhu Bhawan Road, Thaltej, Ahmedabad - 380058  
CIN: L24231GJ1995PLC024809 | Phone: +91 79 27496737 | Email: info@praveg.com | Website: www.dizcoverpraveg.com

## Praveg Limited Partners with Lallooji & Sons as Master Franchise for Rann Utsav 2024-25

Ahmedabad, November 19, 2024: Praveg Limited, a leader in experiential hospitality and event management, is proud to announce its **partnership with Lallooji & Sons as the Master Franchise** for marketing and booking of 400 luxury tents at the renowned **Rann Utsav 2024-25**. In addition, Praveg will serve as the **sole partner for event conceptualization, consulting & management, and artist coordination**, making it a one-stop solution for delivering an unparalleled visitor experience.

Speaking on this prestigious collaboration, **Dr. CA Vishnukumar Patel, Chairman** of Praveg Limited, stated:

*"We are honored to strengthen our association with Rann Utsav in partnership with Lallooji & Sons. This unique opportunity allows us to redefine the Rann Utsav's offerings through exceptional marketing and booking services, along with innovative event management and event consultation. We are confident this partnership will significantly contribute to the major share of revenue generated from Rann Utsav while enhancing the global appeal of Rann Utsav."*

### About Rann Utsav

Rann Utsav, celebrated annually in the enchanting White Desert of Kutch, Gujarat, is a globally acclaimed cultural and tourism extravaganza, since 2006. Known for its luxurious tented accommodations, breathtaking landscapes, and vibrant showcase of Gujarat's heritage, it attracts lakhs of tourists from around the world.

The **2023-24 edition of Rann Utsav** witnessed record-breaking success, with a **total footfall exceeding 7 lakh visitors**. Rann Utsav contributing exceeding Rupees 200 crores to GDP, in line with state government's vision. The Rann Utsav provides an unified platform for hospitality, recreational activity and handy craft, out of which major chunk goes to hospitality and event management.

The Rann Utsav's vibrant cultural performances, adventure activities, handicraft bazaars, and culinary experiences captivated attendees from across the globe, further cementing its reputation as a must-visit destination. Since its inception it has contributed greatly to the state govt's vision of promoting economy of Kutch and state at large.

As the Master Franchise for marketing and booking, Praveg Limited will oversee reservations for **400 luxurious tents** throughout the Rann Utsav, ensuring a seamless and luxurious stay for visitors. Additionally, as the sole partner for event conceptualization and management, Praveg will design and execute the events, handle artist management, and ensure every detail reflects the Rann Utsav's ethos of excellence and cultural immersion.

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**A Seamless Experience**

Praveg Limited will leverage its extensive expertise and advanced technology to create a streamlined booking experience and ensure world-class event execution. Visitors can look forward to an immersive journey into Gujarat's culture, enhanced by meticulous planning and high-quality service standards.

This collaboration reinforces Praveg Limited's commitment to innovation and excellence in tourism and event management, positioning the company as a key driver of experiential tourism in India.

**About Praveg Limited**

Praveg is a pioneer in eco-responsible luxury hospitality. The Company's resorts are located in areas of significance from a cultural and heritage point of view and places of exotic and natural beauty. The company's luxury resorts allow access to locations, where no traditional construction is possible, which allows tourism to flourish while ensuring the preservation of delicate local ecosystems. Due to the premium quality of the company's resorts and the high-end experience, the resorts enjoy very high occupancy, strong pre-sales at luxury hotel rates and a high return on capital due to the non-permanent structure of the resort.

Praveg is also a strong player in events due to its roots in event management and expertise in creating large, non-permanent, world-class structures in very short periods of time. The Events division has recently diversified into Weddings and Banquets hotels.

For further information please contact:

**Mukesh Chaudhary**

*Company Secretary*

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