



Date: 26th February, 2024

To,
The Corporate Relations Department,
Bombay Stock Exchange Limited,
PJ, Tower, Dalal Street, Fort
Mumbai-400001.

To
The Metropolitan Stock Exchange of India
Limited,
Vibgyor Towers, 4th Floor Plot No C 62, G Block
Opp. Trident Hotel Bandra Kurla Complex
Bandra (East) Mumbai-400098.

Ref: Scrip Code: 538607 Scrip ID: TOYAMSL

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligation Disclosure Requirements), Regulations, 2015, that Toyam Sports Limited Via Its Subsidiary PSS Announces Partnership with World Championship of Legends & Roped in ITW Sports as League Consultants.

Dear Sir(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce that Toyam Sports Limited Via Its Subsidiary PSS Announces Partnership with World Championship of Legends & Roped in ITW Sports as League Consultants.

Please find enclosed detailed release for the same.

Please take the same on your record and acknowledge the receipt of the same.

Thanking You,
Yours Faithfully,

For Toyam Sports Limited
(Formerly known as Toyam Industries Limited)

Mohamed Ali Rajabali Budhwani
Managing Director
DIN: 01976253



Toyam Sports Limited Via Its Subsidiary PSS Announces Partnership with World Championship of Legends & Roped in ITW Sports As League Consultants.

Toyam Sports Limited (TSL), India's sole BSE-listed sports company, is delighted to unveil its partnership with the World Championship of Legends (WCL) through its subsidiary, Pacific Star Sports (PSS). This noteworthy partnership signifies TSL's substantial investment in the upcoming T20 cricket league, scheduled to take place at Edgbaston, United Kingdom, from July 3 to July 13, 2024.

WCL, approved by the England and Wales Cricket Board (ECB), is a creation of Zabawa Entertainment, a distinguished Bollywood film and music production company with roots in India and Dubai. Boasting an impressive lineup, the league will feature legendary cricket players from the Yesteryear, including iconic figures such as Yuvraj Singh, Kevin Pietersen, Shahid Afridi, Chris Gayle, Harbhajan Singh, Suresh Raina, Bret Lee and many more.

Adding to the star-studded ensemble, Bollywood superstar Ajay Devgn joins as the co-owner of WCL, bringing his support and enthusiasm to this extraordinary cricketing spectacle. The tournament's presentation will be spearheaded by Indian travel company EaseMyTrip.

The inaugural edition of WCL promises to be a global T20 extravaganza, showcasing players from cricket powerhouses India, Australia, England, Pakistan, South Africa, and West Indies. With legendary ex-cricketers and currently non-contracted players participating, the league aims to provide fans with a thrilling experience filled with nostalgia.

Harshit Tomar, Director of Zabawa Entertainment, conveyed enthusiasm about partnering with Toyam Sports Limited and Pacific Star Sports, a prominent Indian sports company actively involved in promoting cricket, tennis, and mixed martial arts on a global scale. He added that ITW Mena, lead by Vivek Chandra, is a prominent company in the sports field, and he's really thankful for their support. He believes it'll be a fruitful partnership.

Mohamedali Budhwani, CMD and Chairman of Toyam Sports Limited, shared his thoughts on the partnership, stating, "At Toyam Sports Limited and Pacific Star Sports, we are thrilled to announce our participation in the World Championship of Legends (WCL). The prospect of witnessing iconic cricket stars from various corners of the globe returning to the field to entertain their fans worldwide fills us with immense pleasure. Our longstanding commitment to bringing the best leagues into our fold is underscored by this collaboration with the World Championship of Legends (WCL). We anticipate that this partnership will result in an extraordinary experience for cricket enthusiasts, marking the beginning of a great venture together."

TOYAM SPORTS LIMITED

(Formerly known as Toyam Industries Limited)

CIN: L74110MH1985PLC285384

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503, Shri Krishna, New Link Road, Opp. Laxmi Industrial Estate, Andheri West, Mumbai, Maharashtra - 400053.



Toyam Sports Limited (TSL) is the only publicly listed company on Indian stock exchanges dedicated to sports production, promotion, and management. Known in India and globally for promoting sports like Mixed Martial Arts (MMA), Cricket, and Tennis, TSL's MMA division, Kumite 1 League, leads the way in India's MMA scene with renowned PRO MMA fight nights. The groundbreaking reality show, Kumite 1 Warrior Hunt, became a major hit in 2023. TSL also served as the title sponsor for the India vs Bangladesh ODI series in 2022, known as the Toyam Sports Limited ODI Series. In 2023, TSL, through its UAE-based subsidiary Pacific Star Sports (PSS), proudly owned a team in the World Tennis League, featuring top players, with the league hosted in Abu Dhabi.



PACIFIC
—STAR SPORTS—



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