



KEWAL KIRAN CLOTHING LIMITED

Registered & Corporate Office :- Kewal Kiran Estate, 460/7, I.B. Patel Road, Goregaon (E), Mumbai: 400 063

Tel No. +91 22 26814400 Fax No. +91 22 26814410

CIN No. L18101MH1992PLC065136 website : www.kewalkiran.com

Date: January 5, 2023

<u>National Stock Exchange of India Limited</u>	<u>BSE (Bombay Stock Exchange) Limited</u>
Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(East), Mumbai-400051 NSE Code - KKCL	25 th floor, "Phiroze Jeejeebhoy Tower", Dalal Street, Mumbai-400001 BSE Code - 532732

Sub: **KKCL partners with BCCI, as "Official Sponsor" of Indian Cricket Team**

Ref: **Disclosure to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015**

Kewal Kiran Clothing Limited (KKCL) proudly announces its strategic partnership with Board of Control for Cricket in India (BCCI) as the Indian Cricket Team's "Official Partner". This alliance will see KKCL's flagship brand 'KILLER' displayed on the right upper chest of the Team India jersey.

With this partnership, KKCL plans to reach out to the millions of cricket fans that are spread across the country and overseas.

It is a matter of immense pride for KKCL to be on the Team India jersey. As a home grown brand, KKCL is excited to be offered this opportunity to showcase its brand on one of the most prestigious assets in world of sports and are looking forward to growing our brand and catering to one of the world's biggest fan bases. KKCL will through its network of over 350 stores, 1800 Large Format Stores and 4000+ Multi Brand outlets bring the Indian jersey to the cricket fans.

KKCL will don the brand Killer logo on Team India's Kit until 31st May 2023.

This is for your information and record.

Yours faithfully,

For KEWAL KIRAN CLOTHING LIMITED.

ABHIJIT WARANGE
VICE PRESIDENT - LEGAL & COMPANY SECRETARY