

ETHOS LIMITED

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Ref. no. : Ethos/Secretarial/2022-23/13

Dated: July 6, 2022

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001

(Scrip Code : 543532)

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400 051
(Trading symbol : ETHOSLTD)

ISIN : INE04TZ01018

Subject : Press Release

Dear Sir/Ma'am

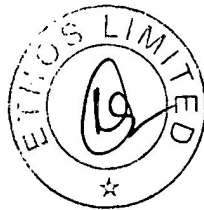
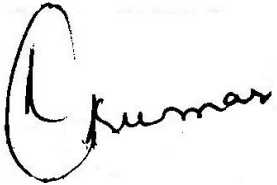
Greetings from Ethos.

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith the press release titled as '**Ethos Limited Is Bringing Jacob & Co. Watches To India Under An Exclusive Distribution Partnership**' being issued by the Company for the information of our valued investors.

We would request you to please take the same in your records and oblige.

Thanking you

Yours truly
For **Ethos Limited**



Anil Kumar
Company Secretary & Compliance Officer
Membership no. F8023

Encl.: as above

Registered Office:

Plot 3, Sector III, Parwanoo-173 220 INDIA

PRESS RELEASE

Ethos Limited Is Bringing Jacob & Co. Watches To India Under An Exclusive Distribution Partnership

New Delhi, July 6, 2022: Ethos Limited has signed an exclusive distribution agreement with the globally-renowned watch and jewellery brand Jacob & Co. The partnership will unlock access to the brand's unique collections for Ethos customers pan-India.

As a watchmaker known for creating haute horlogerie pieces, Jacob & Co. is revered worldwide; and Ethos will now make its treasured watches accessible to the Indian market as its exclusive retailer.

"One of the most talked-about watch brands, Jacob & Co. has garnered a lot of attention among watch collectors in recent years, with their high-complication timepieces and dramatic displays. We are happy to be the ones who bring the brand to the Indian audience," says Yashovardhan Saboo, Chairman, Ethos Limited, about this new partnership. "We are confident that the brand will resonate with our clientele, as we look forward to a fruitful association with Jacob & Co."

Jacob Arabo, Founder and Chairman, Jacob & Co. added "We are very pleased to partner with Ethos for the Indian market. We share similar values of excellence and dedication. India has a great culture and appreciation of fine craftsmanship and jewellery. We believe our timepieces will be loved by Indian clients"

About Jacob & Co.

Founded in 1968, Jacob & Co. is a luxury brand with a global reputation for high-precision Swiss timepieces that combine high jewellery with extremely complex watchmaking. The house's passion for producing never-seen-before watches is manifested through its ingenious collections such as Astronomia, Epic, Five Time Zone, Opera and more. These watches are often crafted out of precious metals and are mostly produced in limited runs.

Jacob & Co. makes impactful contributions to global culture, sports and the arts through a number of popular associations. The brand is particularly known for their limited edition timepieces created in partnership with Bugatti, Paramount Pictures (for the Godfather special edition), Universal Pictures (for the Scarface special edition), street artist Alec Monopoly, international star footballer Lionel Messi and the undefeated UFC champion Khabib Nurmagomedov.

About Ethos Limited (BSE:543532; NSE: ETHOSLTD)

Ethos Limited is one of the country’s largest luxury and premium watch retail players with a 13% share of the total retail sales in the luxury and premium segment, and a share of 20% exclusively in the luxury segment in the financial year 2020.

It has a sizable portfolio of luxury and premium watches in India and retails over 50 luxury and premium watch brands, of which over 30 brands are available exclusively at Ethos in India.



Astronomia Art India White Gold



Astronomia Art India

For more information, contact:

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