

ETHOS LIMITED

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CIN – U52300HP2007PLC030800
PAN – AADCK2345N

Ref. no. : Ethos/Secretarial/2022-23/8

Dated: June 6, 2022

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

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400 051

Scrip Code : 543532

Trading symbol : ETHOSLTD

Subject: Press Release

Dear Sir/Ma'am

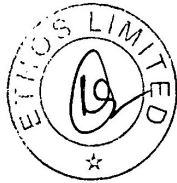
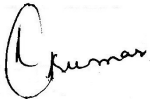
Greetings from Ethos.

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith the press release titled as '**Ethos Watch Boutiques Launches Exclusive Partnership with Swiss Watch Brand, NORQAIN**' 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 and
Compliance Officer

Encl.: as above

Registered Office:

Plot 3, Sector III, Parwanoo-173 220 INDIA

PRESS RELEASE

ETHOS WATCH BOUTIQUES LAUNCHES EXCLUSIVE PARTNERSHIP WITH SWISS WATCH BRAND, NORQAIN

New Delhi, June 3, 2022: We are pleased to announce an exclusive retail partnership with NORQAIN, a fully independent Swiss watch brand. NORQAIN makes its retail debut in India exclusively through Ethos Watch Boutiques, joining Ethos' portfolio of exclusive brands. Consumers can now explore all popular NORQAIN collections in-store and online.

NORQAIN's watches can be purchased in Ethos stores nationwide. Collections yet to make it to India can be made available upon request, and on special order.

About Norqain

Founded in 2018 by CEO Ben Küffer, NORQAIN makes 100% mechanical watches that are completely built in-house with unparalleled attention to detail and supreme craftsmanship. Their leading collections like Independence, Freedom and Adventure are a series of robust sports watches that are designed for explorers, adventurers, and wanderers.

NORQAIN has received worldwide recognition through its high-quality standards and numerous collaborations. Currently, the brand has collaborated with #tide which will help them source ocean-bound plastic for their linen straps. Apart from #tide, NORQAIN has decided to support the 'Butterfly Help Project'. A project dedicated to educating the children of Sherpas who have lost their lives in the Himalayan mountains.

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

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

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

Safe Harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further details, please contact:

Company	Investor Relation Advisors
	
Ethos Limited	Strategic Growth Advisors Pvt. Ltd.
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