

February 26, 2024

To, Corporate Relationship Department BSE Limited P, J. Tower, Dalal Street Mumbai – 400001 <b>Script Code:</b> 543591	To, National Stock Exchange of India Limited Exchange plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai- 400051 <b>Script Symbol:</b> DREAMFOLKS
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**Sub: Press Release**

Dear Sir/ Madam,

In reference to the captioned subject, please find enclosed herewith the press release titled “DreamFolks and Looks Salon partner to offer exclusive beauty and grooming services” issued by the Company on February 26, 2024.

Kindly take the above intimation on your records.

Thanking You,

Yours faithfully,  
For **Dreamfolks Services Limited**



**Rangoli Aggarwal**  
**Company Secretary and Compliance Officer**

**Encl: As above**

## **DreamFolks and Looks Salon partner to offer exclusive beauty and grooming services**

**New Delhi, February 26, 2024:** DreamFolks, India's leading airport & travel services aggregator, has partnered with **Looks Salon**, a premium salon chain brand in the Indian beauty and grooming industry. This collaboration strengthens DreamFolks' foray into the lifestyle services segment, expanding its spectrum of services beyond travel.

With the introduction of beauty & grooming services, DreamFolks seeks to enrich customer loyalty programs, thereby amplifying the value brought to their clientele. The expansion to Looks Salons' 200+ outlets nationwide will allow customers of DreamFolks Clients and members of the DreamFolks Club to enjoy a variety of services offered by skilled stylists and beauty professionals. These services include manicures, pedicures, clean-ups, facials, and haircuts, all seamlessly managed through DreamFolks' proprietary technology platform.

To access these exclusive services, customers need to simply visit the DreamFolks web-access solution (<https://webaccess.dreamfolks.in>), generate a QR code, and present it upon their arrival at any of the salon outlets. Upon validation, customers will be granted access to the comprehensive array of beauty & grooming services available under this partnership.

This strategic partnership will benefit DreamFolks' existing clients by making their card value proposition more attractive to their customers. Additionally, this initiative represents a strategic move for DreamFolks to expand its scope beyond airport services, targeting both corporate entities and individuals with DreamFolks Club memberships. By diversifying its revenue streams beyond lounge services and banks as clients, DreamFolks aims to not only increase its market presence but also attract new enterprise clients.

***Ms. Liberatha Kallat, Chairperson & Managing Director of Dreamfolks Services Ltd., remarked on the collaboration, stating, "Our partnership with Looks Salon marks a significant step in broadening our range of services. This partnership underscores DreamFolks' commitment to provide a comprehensive and enriched lifestyle experience for our clients' customers and DreamFolks Club members. It reinforces our position not only as India's foremost airport & travel services aggregator but also reaffirms our dedication to further enhance the value proposition of our clients' card loyalty programs and offer diverse premium experiences to DreamFolks Club members through a single membership card."***

***Mr. Sanjay Dutta, Managing Director, Looks Salon Private Limited, said, "This partnership with Dreamfolks represents an exciting new chapter for our company and our clients. Leveraging DreamFolks' vast network and expertise, we look forward to expanding our reach and redefine client expectations by seamlessly integrating travel and lifestyle services. This partnership will undoubtedly accelerate our growth and propel us towards even greater success in the years to come."***

### **About DreamFolks -**

DreamFolks is India's leading airport & travel services aggregator and provides an in-house proprietary technology platform that allows its clients such as Banks, Card Networks, Airlines, OTAs, and Enterprises to create custom offerings for their end consumers. DreamFolks today manages the lounge and other benefits for most of the top Banks in India and enjoys a market share of over 90% in the domestic lounge access market for India-issued debit and credit programs. The company went public in Sep '22 with listings on both BSE and NSE and has a global footprint extending to 1,500+ touchpoints in 100+ countries, across the world.

For more information, please visit - [www.dreamfolks.in](http://www.dreamfolks.in)

Or Contact:

DreamFolks Marketing - [marketing@dreamfolks.co.in](mailto:marketing@dreamfolks.co.in)

DreamFolks PR - [dreamfolks@adfactorspr.com](mailto:dreamfolks@adfactorspr.com)

### **About Looks Salon –**

Looks Salon was established in January, 1989 and is one of the fastest growing salon chain brand in India, that has given the hairstyling industry a new horizon, emerging as the largest single salon chain in the country.

The brand has consistently shown year on year growth and is now a chain of 200+ branches PAN India. Looks Salon is on a growth path of 250 salons; currently employing over 6000 employees across India. It has remained a pioneer in hair, beauty & nail services and is now setting new benchmarks in the make-up segment exceeding all industry standards to give professionalism a new art form.