

Date: 3<sup>rd</sup> October 2023

<p>The Manager- Listing</p> <p><b>The National Stock Exchange of India Limited</b></p> <p>"Exchange Plaza", Bandra - Kurla Complex, Bandra (EAST), Mumbai - 400051</p> <p><b>NSE SYMBOL: SENCO</b></p>	<p>The Manager - Listing</p> <p><b>BSE Limited</b></p> <p>Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai -400001</p> <p><b>BSE SCRIP CODE: 543936</b></p>
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**Sub: Intimation regarding a Soft Launch of New Product 'SENNES-Leather Bags & Accessories'**

Pursuant to Regulation 30 read with schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to kindly inform you that as a forward integration step, Senco Gold Limited, is delighted to announce the Soft Launch of its New product range in the name and style of 'SENNES-Leather Bags & Accessories' in few stores on 2<sup>nd</sup> October, 2023.

Further, we submit the following additional information:

<b>Name of the product :</b>	SENNES-Leather Bags & Accessories
<b>Date of launch :</b>	2 <sup>nd</sup> October, 2023
<b>Category of the product:</b>	Leather Bags & Accessories
<b>Whether caters to Domestic/International Market :</b>	Domestic

The details of the Product is also attached.

This is for your information & record.

Yours sincerely,

**For SENCO GOLD LIMITED**

Digitally signed  
SURENDR  
by SURENDR  
GUPTA  
A GUPTA  
Date: 2023.10.03  
21:12:03 +05'30'

**Surendra Gupta**  
Company Secretary & Compliance Officer  
Membership No. A20666

Encl: as above

**Senco Gold Limited**

CIN No. : U36911WB1994PLC064637

**Registered & Corporate Office :** "Diamond Prestige", 41A, A.J.C. Bose Road,  
10th Floor, Kolkata-700 017, Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025

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