

To,
Listing Compliance Department,
The National Stock Exchange of India Ltd.,
(Through NEAPS)
Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

Listing Compliance Department
BSE Limited
(Through BSE Listing Centre)
Scrip Code: 543626

Dear Sir/Madam,

Sub: Regulation 30 read with Schedule III Part B of SEBI (LODR) Regulations, 2015.

Pursuant to regulation 30(4) of the SEBI (LODR) 2015, this is to inform you regarding the significant change in our company's retail strategy at one of our Stores, details of which are elaborated in the following paragraph.

Our store, located at Nexus Mall, Hyderabad, operated as an Exclusive Brand Outlet (EBO) for the MI brand. However, the Company decided to transition this outlet to a Specialized Outlet (MBO) named "Audio & Beyond", effective 14th October 2024.

This decision has been made to expand our product offerings to modular and wireless surround sound solutions that deliver rich audio experiences with seamless control. The key changes and benefits anticipated from this transition include:

- **Expanded Product Range:** The store will now offer a variety of brands, including international brands like Gallo, Acoustic, etc., providing our customers with a wider selection of high-quality products, thereby enhancing their shopping experience.
- **Enhanced Customer Experience:** We offer multiple brands to cater to a broader range of customer preferences and enhance their shopping experience.
- **Strategic Growth:** This move aligns with our strategic goals to diversify our retail offerings and strengthen our market presence.

We believe this change will significantly benefit our customers and stakeholders.

We request that you kindly take the above information on record.

Thanking You,

For and on behalf of **Electronics Mart India Limited**

Rajiv Kumar

Company Secretary and Compliance Officer

Date: 14th October 2024

Place: Hyderabad