

May 30, 2024

To,  
The Secretary,  
**BSE Limited,**  
P. J. Towers,  
Dalal Street,  
Mumbai- 400 001  
Scrip Code – 532732

To,  
The Secretary,  
**National Stock Exchange of India Limited**  
Exchange Plaza, C-1, Block- G,  
Bandra Kurla Complex, Bandra(E)  
Mumbai – 400 051  
Symbol – **KKCL**

Dear Sir/Madam,

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 read with Para A Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR”), we wish to inform you that the Company has entered into Shareholders Agreement (“SHA”) and Share Subscription and Purchase Agreement (“SSPA”) for acquisition of 50% stake in Kraus Casuals Private Limited including primary infusion and secondary purchase. The said transaction is subject to customary closing conditions under the SHA and SSPA.

The requisite details as required under Regulation 30 read with Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 has been attached herewith as **Annexure I**.

Kindly take the same on records.

For **Kewal Kiran Clothing Limited**

  
Abhijit Warange  
Vice President – Legal & Company Secretary  
Membership No. – ACS 18733

Place: Mumbai

## ANNEXURE I

**Acquisition(s) (including agreement to acquire), Scheme of Arrangement (amalgamation, merger, demerger or restructuring), sale or disposal of any unit(s), division(s), whole or substantially the whole of the undertaking(s) or subsidiary of the listed entity, sale of stake in associate company of the listed entity or any other restructuring**

Sr No.	Particulars	Details of Transaction
1.	Name of the target entity, details in brief such as size, turnover etc;	<p>Kraus Casuals Private Limited (KCPL) is a company incorporated under the Companies Act 2013 on 22<sup>nd</sup> May 2024. This is the first financial year since incorporation of KCPL.</p> <p>KCPL is in the business of Manufacturing, selling, designing and exporting women's clothing primarily in women, teen and kids casual and denim bottom wear and top wear currently under the brand '<i>KRAUS jeans</i>' or any other brand used by KCPL or any other brand or category (including accessories) used or proposed to be used by KCPL. Business was earlier operating under a partnership firm Oriental Trading Company (hereinafter referred to as "OTC").</p> <p>OTC and KCPL entered into a Business Transfer Agreement (BTA) pursuant to which the Partners of OTC have agreed to transfer, as a going concern, by way of succession of the business of OTC to KCPL.</p> <p>The provisional turnover of OTC for the financial year ended March 31, 2024 was ₹ 176 Cr</p>
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	No
3.	Industry to which the entity being acquired belongs;	Apparel manufacturing, retailing and related activities.



4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	The acquisition will be synergetic and help Company to further deepen its offerings in Women's Denim and casual wear category thereby making the Company a complete family apparel Brand House.  The acquisition is likely to have an overall positive impact on revenue and profitability.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	Not applicable
6.	Indicative time period for completion of the acquisition;	Within next 90 days.
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Cash Consideration
8.	Cost of acquisition and/or the price at which the shares are acquired;	₹ 166.51 crores (including primary infusion and secondary purchase)
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	Acquisition of 50% stake in KCPL including primary infusion and secondary purchase.
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	KCPL is a company incorporated under the Companies Act 2013 on 22 <sup>nd</sup> May 2024. This is the first financial year since incorporation of KCPL.  KCPL is in the business of Manufacturing, selling, designing and exporting women's clothing primarily in women, teen and kids casual and denim bottom wear and top wear currently under the brand ' <i>KRAUS jeans</i> ' or any other brand used by KCPL or any other brand or category (including accessories) used or proposed to be used by KCPL. Business was earlier operating under a partnership firm Oriental Trading Company (hereinafter referred to as "OTC").

*[Handwritten Signature]*



		<p>OTC and KCPL entered into a Business Transfer Agreement (BTA) pursuant to which the Partners of OTC have agreed to transfer, as a going concern, by way of succession of the business of OTC firm to KCPL.</p> <p>Historical turnover of the business: FY 2022: ₹ 100 Cr. FY 2023: ₹ 179 Cr. FY 2024 : ₹ 176 Cr. (Provisional)</p>
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*Swamy*

