CFL/SE/2023-24/SEP/05 **September 11, 2023**

The Manager (Listing) BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001 **Scrip Code: 508814**	The Manager (Listing) National Stock Exchange of India Ltd. Exchange Plaza, Plot no. C/1, G Block, Bandra – Kurla Complex Mumbai-400 051 **Security ID: "COSMOFIRST"**

Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015("Listing Regulations").

Dear Sir,

Pursuant to Regulation 30 of Listing Regulations, please find enclosed herewith the media release with respect to 2nd Anniversary of Companies pet care division 'Zigly'.

You are requested to take the same on your records.

Thanking You

Yours faithfully
For **Cosmo First Limited**
(Formerly Cosmo Films Limited)

JYOTI DIXIT

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Date: 2023.09.11 11:00:03 +05'30'

Jyoti Dixit
Company Secretary & Compliance Officer

Encl: a/a

Petcare brand Zigly completes 2 years; announces entry to Tier 2 cities to fast track breakeven and profitability

Zigly celebrates 2nd Anniversary, plans to expand in Tier 2 cities for pet care

- Zigly has opened stores in Lucknow, Indore, and Noida.
- **41% repeat** customers from the experience centres and e-commerce platform
- Achieved INR 3 Cr monthly GMV within 2 years; expects INR 5 Cr GMV with Tier 2 expansion

New Delhi, XX September 2023: The demand for pet care is increasing rapidly in India. To cater to this demand, Zigly, (Cosmo First Limited) India's first tech-enabled omnichannel pet care brand, marks its second anniversary with strategic expansion into Tier 2 cities.

With experience centres launched in Lucknow, Indore and Noida, Zigly aims to tap into these emerging pet care markets as part of their ambitious growth plan to achieve 2X expansion by 2024. The pet care industry in Tier II cities is still in its nascent stage compared to the major metros, but it has been gradually expanding. Tier II cities in India have been experiencing a growing trend in pet adoption and an increase in the demand for pet care services. Many tier II cities now have dedicated pet stores, grooming salons, and veterinary clinics to cater to the needs of pet owners. With this expansion, Zigly continues to redefine the pet care landscape, providing unparalleled services and products for beloved furry companions.

Further, as part of the second anniversary, Zigly will be organising their 2nd Birthday Bash event at Zigly stores on 17th Sep to celebrate with pets and pet parents. Along with this, Zigly will distribute close to 5,000 reflective collars across India for street dogs as part of the 'Sparkle for Strays' campaign.

Sharing his thoughts on the same, **Mr Ashok Jaipuria, Chairman and Managing Director, Cosmo First** said, "*Zigly aims to reshape the pet care landscape by creating an ecosystem. As there's a demand for quality care and guidance from pet parents, we are taking a focused step forward by expanding Zigly's footprint into these Tier II cities where this need is still developing. By offering a comprehensive range of services and products tailored towards this clientele, we want to create a space for happy pets.*"

As per Decipher Market Research Agency, India's pet care market is rapidly expanding at a rate of 16.5% and is projected to reach $1,932.6 million by 2030. Aligning with this positive market trend, Zigly has solidified its position as a comprehensive 360-degree pet care ecosystem, boasting 18 experience centres spanning India. These centres are strategically located to ensure convenient access for pet parents in search of top-tier care for their beloved furry companions.

Sharing his thoughts on the same, **Mr. Pankaj Poddar, Group CEO, Cosmo First** said, "*As we celebrate our second anniversary, Zigly proudly extends its footprint into the heart of Tier II cities where more and more families are embracing pets as part of their lives. However, as this trend gains momentum, the need for quality pet care becomes increasingly evident. At Zigly, we recognize the significance of this change, and our expansion into Tier-2 cities is a strategic move to serve the untapped gap. Reports state that many Tier 2 and 3 cities have an average cart value close to Tier 1 cities. With this, we foresee*

our customer base to multiply in the coming months and help us fast track our goal of achieving a monthly GMV of INR 5 Crores from the ecosystem we built."

Additionally, Zigly has a specially designed clothing line for dogs, cats, and other pets. The center also has a dedicated section for pet services including veterinary and diagnostics services, grooming, spa, and salon, ensuring that your pets not only feel but also look their best. The brand is also renowned for hosting spectacular launch parties where pets and their parents revel in a gala time together. With captivating pet photography and exciting games, these events are a true celebration of the special bond between pets and their families.

Visit Zigly Experience Centres, log on to www.Zigly.com or download the Zigly App.

About Zigly:
Zigly is an omnichannel platform for pet care – food, products, healthcare, grooming, vet consultation, training, and behaviour consultation, and more. With multiple experience centres across India (Delhi, Punjab, Karnataka, Uttar Pradesh, Madhya Pradesh, Uttarakhand), Zigly is planning to expand their physical presence by opening new stores in other major cities this year. It is a D2C pet care brand under the umbrella of Cosmo First. Recently, the company has launched India's first D2C petcare app - Zigly App

About Cosmo First Limited:
Founded in 1981 by Mr. Ashok Jaipuria, Cosmo First today has a presence across 100+ countries around the globe. Cosmo First is a global leader in specialty films and an emerging player in speciality chemicals (Masterbatches, Adhesive, Coating & Textile chemicals) along with digital-first Omni channel Pet care business under the brand name 'Zigly'.

For more details, please contact–
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