

**Ahmedabad, September 11, 2023**

**Pace E-Commerce Ventures Limited, a multi-platform and print-on-demand e-commerce player, announces the launch of its fashion & lifestyle e-commerce platform – [www.ostilos.com](http://www.ostilos.com)**

Pace E-Commerce Ventures Limited announces the launch of Ostilos – [www.ostilos.com](http://www.ostilos.com) – a groundbreaking fashion & lifestyle e-commerce platform, offering a bold and empowering fashion experience for adults of all genders. With a focus on self-expression, quality, and affordability, Ostilos is poised to reshape the way individuals embrace style and lifestyle.

Ostilos stands at the intersection of fashion and self-confidence, embodying the spirit of individuality and creative exploration. The platform prides itself on curating a collection of distinctive and chic pieces that encourage wearers to experiment fearlessly with colors, prints, and graphics.

**Commenting on this milestone, Shaival Gandhi, Managing Director, said:**

"I am thrilled to announce the launch of yet another groundbreaking e-commerce portal from the house of Pace E-Commerce Ventures. At the heart of our philosophy with Ostilos' is the commitment to deliver premium quality fashion which is accessible to all. The brand achieves this by combining impeccable craftsmanship with affordable prices.

I would like to think of our platform as more than an e-commerce destination. It's a hub of self-discovery and expression. By offering a range of thoughtfully designed pieces that blend creativity and quality, we aim to empower individuals to make style their own.

Through our streamlined direct sourcing model and innovative manufacturing techniques including our efficient in-house stitching unit, Ostilos eliminates unnecessary overhead costs, ensuring that customers receive exceptional value without compromising on style or quality. Our approach to inventory management draws inspiration from the renowned "just in time" methodology. By minimizing the stock of finished goods and producing clothing and accessories based on customer orders, Ostilos effectively utilizes Pace's stitching ecosystem to create a synergy between demand and supply. This approach not only reduces waste but also draws synergy between Ostilos and Pace's other operational and upcoming e-commerce ventures.

As far as our other ambitious project goes, the Print-on-Demand (POD) e-commerce portal, along with the manufacturing ecosystem and the design community behind it, is shaping up really well. We are on track to launch this platform in the coming months. We have also officially decided on the brand – Wishrows – for our POD e-commerce portal."

## Contact Us

### **Nikita Pediwal**

Company Secretary & Compliance Officer  
Pace E-Commerce Ventures Limited  
[compliance@pacesports.in](mailto:compliance@pacesports.in)

### **About Ostilos**

Ostilos is set to revolutionize the online shopping experience, ushering in a new era of inclusive and empowering fashion and lifestyle choices. Visit [www.ostilos.com](http://www.ostilos.com) to explore the latest collections and embark on a journey of self-expression.

### **About Pace E-Commerce Ventures Limited**

With about eight years of incorporated history, Pace E-Commerce Ventures Limited stands as an accomplished multi-platform online retailer and print-on-demand manufacturing enterprise, offering a distinctive platform for personalised and unique products. Our unique approach is reshaping the landscape of customisation and creativity, as we forge an unparalleled online marketplace that bridges the gap between consumers, retailers, creators, and artists, presenting an extensive array of solutions and products. The Company is listed on the BSE SME, after its successful IPO and listing in 2022.

### **Safe Harbour**

This document, which has been prepared by Pace E-Commerce Ventures Limited (the "Company"), has been prepared solely for information purposes. This document has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on the truth, accuracy, completeness, fairness and reasonableness of the contents of this Document. This Document may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Document is expressly excluded.