



February 24, 2022

Scrip Code - 534597  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

RTNINDIA  
National Stock Exchange of India Limited  
"Exchange Plaza", Bandra Kurla Complex  
Bandra (East)  
Mumbai 400 051

**Subject: Intimation regarding Cocoblu Retail Limited, wholly owned subsidiary of RattanIndia Enterprises Limited (REL)**

Dear Sir,

This is in furtherance to our intimation dated January 12 & 17, 2022 regarding our wholly owned subsidiary Cocoblu Retail Limited (Cocoblu) which has entered into an Agreement with Amazon Seller Services Private Limited to be an online seller.

We are pleased to announce that Cocoblu Retail Limited has started selling on Amazon India E-commerce platform from today and revenue generation has started in the company.

You are requested to take the said information on record. Also, please find attached the press release to this effect.

This intimation is also being uploaded on the Company's website at <https://www.rttn.in>

Thanking you,

**For RattanIndia Enterprises Limited**  
*(formerly RattanIndia Infrastructure Limited)*

A handwritten signature in blue ink, appearing to read "Rajesh Arora", with a horizontal line underneath.

**Rajesh Arora**  
Company Secretary

**RattanIndia Enterprises Limited**  
(formerly RattanIndia Infrastructure Limited)  
CIN: L74110DL2010PLC210263  
Registered Office: H.No. 9, First Floor, Vill. Hauz Khas, New Delhi - 110016  
Website: [www.rttn.in](http://www.rttn.in), E-mail: [rel@rattanindia.com](mailto:rel@rattanindia.com) Phone: 011 46611666

## Cocoblu Retail Limited starts selling on Amazon India E-commerce platform from today

**New Delhi, February 24, 2022:** RattanIndia Enterprises Limited (REL) is pleased to announce that its 100% owned subsidiary, Cocoblu Retail Limited has started sales on Amazon India platform today and revenue generation has started in the company. Cocoblu Retail seeks to be dominant seller on E-commerce retail platforms and has partnered with several brands in multiple categories to scale up its product offerings.

Cocoblu Retail has invested heavily in technology and has developed cutting edge retail systems with deep integrations with existing ecommerce platforms in record time. This enables the company to utilize the full potential of online retail eco-system in the country. Cocoblu Retail with its digital first approach is focused on online retail on E-commerce platforms in India. This provides a great opportunity to scale up its retail offerings in India without the complexities and capex of physical retail. Technology is a key driver for the company to garner data driven consumer insights, automate inventory management and enable a smart lean mean supply chain to drive its growth.

Cocoblu Retail is fully geared to provide a wide selection of high-quality products to customers at consistently low prices with unparalleled convenience. E-retail is a key driver of our economy with sales of Rs. 2.8 lac crore in FY-21. The sector is growing at an annualized rate of 25-30% and is estimated to reach sales of approximately Rs. 9 lac crore by FY 2026. (As per report by Bain & Company). India is home to second largest internet enabled population and third largest E-commerce consumer base in the country with e-commerce penetration of less than 5%, leaving tremendous headroom for growth in the sector.