

June 12, 2024

National Stock Exchange "Exchange Plaza", C-1, Block G, Bandra- Kurla Complex, Bandra (E), Mumbai – 400 051.	BSE Limited 27th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001.
Scrip Symbol : TTKPRESTIG	Scrip Code : 517506

Dear Sir,

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

We wish to inform you that the company has entered into a binding agreement with GramyaHaat Rural Tech Pvt Ltd (GramyaHaat) in which our company will be subscribing to Compulsorily Convertible Debentures which, as and when the conversion takes place, is likely to result in equity of more than 5% in GramyaHaat.

GramyaHaat is a start-up company for exploring Rural market through physical stores as well as through village level entrepreneurs.

TTK Prestige will not have controlling stake in GramyaHaat. The total commitment is of the order of Rs. 15 Crores of compulsorily convertible debentures of which Initial investment will be of the order of Rs. 5 Crores. This is not a related party transaction.

The additional details as per Part A of Schedule III of the LODR Regulations is as per **Annexure A** attached herewith.

This is for your information and records.

Thanking you,

Yours faithfully,  
For TTK Prestige Limited,

Manjula K V  
Company Secretary & Compliance Officer

## Annexure A

1.	Name of the target entity, details in brief such as size, turnover etc	GramyaHaat Rural Tech Pvt Ltd ("GramyaHaat") A Start-up Company to penetrate Rural Markets. They have started the business recently.
2.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired?	This transaction does not constitute a related party transaction and the promoter/ promoter group/ group companies have no interest in GramyaHaat.
	If yes, nature of interest and details thereof and whether the same is done at "arm's length"	Not Applicable
3.	Industry to which the entity being acquired belongs	Distribution of Consumer Products.
4.	Objects and effects 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);	This is a distribution space relevant to the business of TTK Prestige Limited engaged in the business of Kitchen & Home Appliances. GramyaHaat is a distribution company and would like to focus on underdeveloped markets. Target products include mobile phones, kitchen appliances and utensils, cycles, fan, tube lights, white goods, etc. Distribution strategy is through a) physical stores and b) village level entrepreneurs. This investment will enable TTK Prestige Limited to access rural markets directly in specific geographies.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
6.	Indicative time period for completion of the acquisition;	Subscription to Compulsorily convertible debentures is expected to be completed in 18 months. TTK Prestige will not have controlling stake in GramyaHaat.
7.	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).	GramyaHaat is a startup business and was incorporated in April 2023 and they have just established business with five (5) stores. The financials are not available since they have just started the operations.  TTK Prestige will be able to leverage the network of GramyaHaat and enhance the reach of Prestige products in many rural households.