

PACE E-COMMERCE VENTURES LIMITED

(FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED)

(PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)

REG. OFFICE: ANUGRAH BUNGLOW, STREET 4, PALLOD FARMS II, SHAMBHU VIHAR SOCIETY,

NANKUDE VASTI , AUNDH , PUNE , MAHARASHTRA - 411045, INDIA

CIN: U51909PN2015PLC156068. | E-mail:- compliance@pacesports.in

February 20, 2024

To,

The Department of Corporate Relations

BSE Limited

P. J. Towers, Dalal Street,

Fort, Mumbai-400001.

Scrip Code: 543637

ISIN: INE0N1L01018

SUBJECT: SUBMISSION OF PRESS RELEASE ON NEW BRAND NAME "ZWANKEE"

Respected Sir/Madam,

Please find enclosed herewith the Press Release of its new e-commerce platform from the house of Pace E-Commerce Ventures Limited in the new brand name called "ZWANKEE" for the new fashion & lifestyle experience.

Kindly take the above on record.

Thanking You

Yours faithfully,

FOR AND ON BEHALF OF,

PACE E-COMMERCE VENTURES LIMITED

(FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED)

(PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)

**Shaival
Dharmendra
ra Gandhi**

Digitally signed by Shaival Dharmendra
Gandhi
DN: cn=Personal, title=9837,
2.5.4.20+f16fd15677579e86a66526591
520080f73e523e6b4e8f34d6e1832323
76, postalCode=380015, st=Gujarat,
serialNumber=84874070869644b7cc3352
e385c3277860779d0732b18921f676b49
836f23b4, c=IN, o=Shaival Dharmendra
Gandhi
Date: 2024.02.20 18:49:20 +05'30'

SHAIVAL DHARMENDRA GANDHI

MANAGING DIRECTOR

(DIN:02883899)

ADD: ASHWAMEGH BUNGLOWS,PART 3,

NR. BILESHWAR MAHADEV, 132 FT RING ROAD, SATELLITE

AHMEDABAD, GUJARAT, INDIA-380015

Ahmedabad, February 19, 2024

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.zwankee.com

Pace E-Commerce Ventures Limited announces the launch of Zwankee – www.zwankee.com – an innovative e-commerce platform dedicated to Unleashing Your Distinctive Lifestyle. With a focus on curated selections that transcend the ordinary, Zwankee invites both personal shoppers and businesses to explore a diverse range of fashion and lifestyle articles.

Zwankee.com sets itself apart by offering a unique blend of in-house brand selections under the Zwankee umbrella, alongside meticulously chosen garments from top-tier clothing brands. From casual chic to sophisticated elegance, our platform caters to diverse tastes, ensuring that every shopper finds the perfect ensemble for any occasion.

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

"Zwankee represents yet another unique offering from our Company. Our primary focus is on providing customers with a curated selection of lifestyle and fashion articles, including our own brand offerings, complemented by carefully sourced pieces from distinguished clothing brands.

At Zwankee, we are committed to supporting both local artisans and international fashion hubs. Quality, sustainability, and craftsmanship are our guiding principles, ensuring that each garment reflects the dedication and passion of the talented individuals behind our collections.

In addition to our curated offerings, Zwankee invites third-party sellers and brands to join our growing community. By partnering with Zwankee, brands can elevate their identity and market presence, benefiting from dedicated collaboration to leave a lasting impression on our platform.

As we embark on this exciting journey, www.zwankee.com invites you to discover a world of distinctive style and unparalleled quality. Join us in Unleashing Your Distinctive Lifestyle today."

Contact Us

Company Secretary & Compliance Officer
Pace E-Commerce Ventures Limited
compliance@pacesports.in

About Zwankee

As one of the distinctive brands under Pace E-Commerce Ventures Ltd., Zwankee stands as a prominent online destination for those looking to curate a unique lifestyle. Our platform caters to personal shoppers and businesses, offering a curated selection that extends beyond apparel, inviting you to explore and elevate every facet of your daily life.

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.