

January 31, 2025

To  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Scrip Code: 512008

**Sub.: Press Release on Joint Venture with Pepperfry.**

Dear Sir/Ma'am,

In compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Press Release on Joint Venture with Pepperfry.

Kindly take the same on records.

Thanking You,  
For EFC (I) Limited

Aman Gupta  
Company Secretary

Encl.: As above.

**EFC (I) Limited**

Regd. Office: 6<sup>th</sup> Floor, VB Capitol Building, Range Hill Road, Opp. Hotel Symphony, Bhoslenagar, Shivajinagar,  
Pune-411007, Maharashtra | CIN: L74110PN1984PLC216407

Tel.: 020 2952 0138 | Email Id: [compliance@efclimited.in](mailto:compliance@efclimited.in) | Website: [www.efclimited.in](http://www.efclimited.in)

## **EFC (I) LIMITED AND PEPPERFRY FORGE GAME-CHANGING JOINT VENTURE FOR FURNITURE & LOGISTICS BUSINESS**

- **EFC (I) Limited and Pepperfry Limited have signed a Term Sheet to establish a joint venture, combining expertise in furniture manufacturing, logistics, and display studios.**
- **The collaboration aims to drive innovation and scale operations across India, enhancing value for customers, partners, and stakeholders.**

**Pune/January 31, 2025:** EFC (I) Limited have signed a Term Sheet with Pepperfry Limited to enter into a strategic partnership / joint venture to drive the expansion of furniture manufacturing business and other related businesses, including logistic business and display centre (studios). This partnership combines both companies' strengths to deliver innovative, scalable solutions across furniture, logistics and creative studio services nationwide, enhancing value for all stakeholders. The joint venture is poised to foster innovation and create new opportunities in a competitive market.

Mr. Umesh Kumar Sahay, Chairman and Managing Director quoted that "We are excited to partner with Pepperfry to launch this game-changing joint venture. By leveraging our combined expertise in logistics, franchising, and business development, we are building a solid foundation for sustained growth and long-term success."

The transaction is subject to regulatory and other customary approvals and is expected to be completed by end of March 2025.

### **About Pepperfry:**

Established in 2012 by Late Ambareesh Murty and Ashish Shah, Pepperfry has revolutionized India's furniture and home goods industry. As the nation's largest omnichannel marketplace, Pepperfry has empowered thousands of regional, national, and MSME brands, providing them with a platform to reach customers across more than 300 cities. With a robust in-house supply chain, Pepperfry ensures a seamless, end-to-end customer experience.

### **About EFC (I):**

Founded in 2014 by first-generation entrepreneur Umesh Sahay, the BSE-listed EFC (I) Ltd is headquartered in Pune and has 70+ centers with more than 56,000+ seats under management across nine cities in seven states. The company employs around 500 people and caters to 570+ highly reputed corporates – both Indian and global names, in terms of offering high-quality working spaces.

For more information, please contact:

Mr. Aman Gupta, Compliance Officer at [compliance@efclimited.in](mailto:compliance@efclimited.in)

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