Eureka Forbes Limited
CIN: L27310MH2008PLC188478 I Website: www.eurekaforbes.com
Registered / Corporate Office: B1/B2, 701, 7th Floor, Marathon Innova, Off Ganpatrao Kadam Marg,
Lower Parel, Mumbai - 400 013, Maharashtra, India. Tel: +91 22 48821700 / 62601888.

EUREKA FORBES
Friends For Life

July 07, 2025

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 543482 Scrip ID: EUREKAFORB Ref.: EFL/BSE/2025-26/18	**National Stock Exchange of India Limited** Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 Symbol: EUREKAFORB Ref.: EFL/NSE/2025-26/18

Sub: Revised Press Release - Eureka Forbes Limited enhances its manufacturing capability with a strategic partnership with Dixon Technologies (India) Limited

Dear Sir/Madam,

In continuation to our letter dated July 07, 2025 with reference no. EFL/BSE/2025-26/17 and EFL/NSE/2025-26/17, please find enclosed revised Press Release titled – "Eureka Forbes Limited enhances its manufacturing capability with a strategic partnership with Dixon Technologies (India) Limited."

Please take the above on record.

Thanking you,

Yours Truly,
For Eureka Forbes Limited

Pragya Kaul
Digitally signed by Pragya Kaul
Date: 2025.07.07 18:27:35 +05'30'

Pragya Kaul
Company Secretary & Compliance Officer

Encl: As above

Press Release
Mumbai, July 07, 2025

<u>Eureka Forbes Limited enhances its manufacturing capability with a strategic partnership with Dixon Technologies (India) Limited</u>

Eureka Forbes Limited, one of India's leading health and hygiene brands, is proud to announce its strategic partnership with Dixon Technologies (India) Limited (DTIL), a leader in electronic manufacturing services (EMS).

This collaboration marks an important step in expanding Eureka Forbes' Vacuum Cleaner portfolio by assembly/manufacture & supply of robotic vacuum cleaners, reinforcing its position as a trusted name in Indian households.

Under this partnership, DTIL will produce a range of robotic vacuum cleaners for Eureka Forbes leveraging its cutting-edge facilities and extensive manufacturing expertise. DTIL's ISO-certified plants will ensure that the Eureka Forbes robotic vacuum cleaners meet rigorous standards of durability, quality, and innovation. This collaboration aligns with Eureka Forbes' vision of delivering value-driven, high-performing, health-tech products that cater to the evolving needs of Indian consumers.

Talking about the partnership, Mr. Pratik Pota, Managing Director & CEO, Eureka Forbes Ltd. said, "At Eureka Forbes, we are committed to delivering innovative, high-performing products that enrich the lives of our consumers. Our strategic partnership with Dixon Technologies is a testament to this commitment and a significant step towards strengthening our Make in India vision. By combining Eureka Forbes's deep consumer insight and innovation prowess with Dixon's manufacturing excellence, we aim to accelerate our presence in the robotic vacuum cleaner category and bring cutting-edge, locally made solutions to Indian homes."

Dixon Technologies (India) Limited is the largest* home grown design-focused and solutions company engaged in manufacturing products in the consumer durables, lighting and mobile phones markets in India. Their diversified product portfolio includes (i) Consumer electronics like LED TVs; (ii) Home appliances like washing machines; (iii) Lighting products like LED bulbs and tube lights, down lighters; (iv) Mobile phones; and (v) Wearables and Hearables(vi) Refrigerators (vii) Telecom and IT Hardware products. Dixon also provides solutions in reverse logistics i.e. repair and refurbishment services of LED TV panels. The Company is renowned for its high-quality standards,

ethical business practices and commitment, making it a preferred partner across various industry verticals.

*Source: Project Rise: Indian Consumer Electronics & Appliances Market Study, issued by Frost & Sullivan India Private Limited.

Through this collaboration, Eureka Forbes aims to further elevate its product offerings, strengthen its presence in the robotic Vacuum market, and continue its mission to become a household name across India.

About Eureka Forbes:

Eureka Forbes Limited is India's leading health and hygiene brand. With over four decades of existence, it is today a multi-product and an omni-channel organization. Eureka Forbes' product portfolio encompasses water purification, vacuum cleaning and air purification. It has direct, retail, e-commerce and institutional sales channels, an inventive business partner network and one of the most expansive service networks across India.

For further information, please contact:

Eureka Forbes Limited
Investor.Relations@eurekaforbes.com

Safe Harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward looking statements to reflect actual results, changed assumptions or other factors.