



Ref: D/2025-26/36

Date: 07.11.2025

To,  
Listing Department  
National Stock Exchange of India Limited  
'Exchange Plaza'. C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai - 400 051  
Symbol: SBC

To,  
Listing Department  
BSE Limited  
P.J. Towers, Dalal Street  
Mumbai-400001  
Scrip Code: 542725

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for new logo of the Company designed under the "F Route" branding**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that SBC Exports Limited ("the Company") approved the **new logo** of the Company designed under the "**F Route**" branding. The Company shall adopt and implement of the said logo across all official platforms, documents and communications of the Company the details of which are enclosed as '**Annexure A**'.

The above information will also be available on the website of the Company at [www.sbcexportslimited.com](http://www.sbcexportslimited.com).

This is for your information and records.

Thanking You

**For SBC Exports Limited**

**Hariom Sharma**  
**Company Secretary and Compliance Officer**  
**M. No. A41738**

**CIN: L18100UP2011PLC043209**

**Corp. Office : 49/95, Site-IV, Sahibabad Industrial Area, Ghaziabad, Uttar Pradesh - 201010**

**Head Office : 9, Lohiya Talab, Chhoti Basahi, P.O. Vindhyachal Mirzapur, Uttar Pradesh - 231307**

**Tel. : 0120-2895246, Customer Care : +8303-300-100, E-mail : [info@sbceportslimited.com](mailto:info@sbceportslimited.com), Web. : [www.sbcexportslimited.com](http://www.sbcexportslimited.com)**

- New F–Route Logo



SBC is pleased to announce a strategic refresh of its Corporate Logo. The updated design evolves from the previous "F- route" motif to a distinctive and modern **"F-route uniquely you"** emblem, **symbolizing our belief that style should celebrate individuality.**

The F-Route logo visually brings to life the brand's core belief i.e. **celebrating individuality through fashion.** The elevated 'U' with a bar beneath subtly highlights the **"you"** in **"Uniquely You,"** symbolizing how F-Route empowers and uplifts every individual's personal style.

#### About Brand

F-Route is a bold, youthful fashion brand born out of a rich legacy of craftsmanship and textile expertise under **SBC Exports Ltd.** Backed by over three decades of experience in apparel and fabric production, F-Route was created to serve the evolving style needs of today's generation, with fashion that's expressive, inclusive, and always on the move.

Launched as part of SBC's diverse portfolio, F-Route reflects the group's commitment to quality manufacturing, trend-driven design, and everyday wear ability.

From men's and women's wear to kids' clothing, the brand offers a versatile range of wardrobe essentials including t-shirts, trousers, sweatshirts, jackets, and more, built around comfort, style, and individuality.

The Company respectfully informs the Exchange that the Board of Directors has approved the updated corporate logo and brand identity of **"F-Route – Uniquely You"** as part of its strategic brand refresh initiative.

The Exchange is requested to kindly take note of the same.