

February 9, 2026

The Secretary
BSE Limited
Pheeroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 531595

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: CGCL

Sub: Press Release – Capri Loans Launches 'Zaroorat Mein Aapke Saath' Campaign Featuring Pankaj Tripathi

Dear Sir/Ma'am,

Please find enclosed the Press Release titled "Capri Loans Launches 'Zaroorat Mein Aapke Saath' Campaign Featuring Pankaj Tripathi".

The campaign highlights Capri Loans' commitment to supporting customers during moments of sudden financial need, reinforcing its promise 'Farz Nibhaatey Hain'.

Rolled out across TV and digital platforms, it positions Capri Loans as a dependable partner beyond just lending.

The aforesaid Press Release will be made available on the Company's website at www.capriloads.in.

The said intimation was received by the Company on February 9, 2026 at 05:16 P.M.

You are requested to kindly take the same on record.

Thanking you,

Yours faithfully,
for **Capri Global Capital Limited**

A handwritten signature in blue ink, appearing to read "Bhatt 70", written over a horizontal line.

Yashesh Bhatt
Company Secretary & Compliance Officer
Membership No.: A20491

Encl.: As above



Capri Global Capital Limited

(CIN: L65921MH1994PLC173469)

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Capri Loans Launches 'Zaroorat Mein Aapke Saath' Campaign Featuring Pankaj Tripathi

~Underscoring the need of financial assurance and timely support that fuels dreams across Bharat~

Mumbai, 9th Feb 2026: Capri Global Capital Ltd. (Capri Loans), a leading non-banking financial company, today announced the launch of its new brand campaign, 'Zaroorat Mein Aapke Saath', a heartfelt narrative that reflects a relatable insight, when sudden financial needs arise, people often find themselves standing alone. Through this campaign, Capri Loans reaffirms its commitment to being a dependable partner during such moments, ensuring customers do not have to compromise on their aspirations. The campaign features acclaimed actor Pankaj Tripathi as the brand ambassador.

The brand film brings to life relatable situations where individuals, despite strong personal networks, struggle to find timely financial support when they need it the most. In these moments of uncertainty, Capri Loans steps in as a reassuring presence. Pankaj Tripathi's grounded and authentic portrayal lends emotional depth to the narrative, making the message resonate across audiences and geographies.

Rolled out across television and digital platforms, the campaign aims to build long-term brand equity while driving strong awareness and recall across core markets. 'Zaroorat Mein Aapke Saath' positions Capri Loans as more than just a lender — it is a partner that stands beside customers when it truly matters, reinforcing its brand promise 'Farz Nibhaatey Hain'.

Commenting on the campaign, Mr. Nishant Gehlot, Head – Marketing, Capri Loans, said, "We believe the '**Zaroorat Mein Aapke Saath**' campaign connects deeply with audiences as it portrays relatable, real-life situations where individuals often struggle to find timely financial support during moments of urgent need. The campaign reflects Capri Loans' core belief that access to capital should never stand in the way of aspirations or progress. Through authentic storytelling and everyday narratives, we aim to position Capri Loans as a trusted partner that stands by customers when it matters most, empowering them to move forward with confidence."

Rooted in real-life experiences, the campaign highlights Capri Loans' offerings across key lending segments including MSME Loans, Gold Loans and Home Loans. It reinforces the brand's focus on accessibility, reliability, and long-term relationships.

The brand film is available to view here:

https://youtu.be/d_JnKz5AQY?si=Hz1yM3iPuSZKKrh_

About Capri Global Capital Limited

Capri Global Capital Limited (“Capri Loans”) is a well-diversified retail focused Non-Banking Financial Company listed on the BSE Limited and the NSE Limited. Capri Loans has AUM of over Rs 30,000 crores and serves customer base of over 6.3 Lakhs through more than 13,000+ employees and 1,330+ branches as of December 31st, 2025 across pan India. Capri Loans offers a wide range of secured and collateralized loans across four primary lending segments - MSME Loans, Gold Loans, Construction Finance and Housing Loans offered through its 100% subsidiary, Capri Global Housing Finance Limited (“CGHFL”). Capri Loans also has fee-based businesses such as distribution of car loan products and has a composite license for distribution of Life, General and Health insurance policies.

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