



September 19, 2025

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001
Scrip Code: 512038

Sub.: Intimation for Acquisition of Pepperfry Limited.

Dear Sir/Ma'am,

Pursuant to Regulations 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that TCC Concept Limited ('the Company' or 'TCC') has executed a Term Sheet with Pepperfry Limited, to acquire up to 100% shares of Pepperfry Limited.

The Proposed Transaction is subject to *inter alia* completion of satisfactory due diligence of Pepperfry Limited, execution of definitive agreements and fulfilment of the conditions as may be applicable from time to time.

The acquisition of Pepperfry Limited is intended to strengthen TCC's presence in the e-commerce and digital marketplace space, complementing its core focus on technology-driven platforms. By integrating Pepperfry's established furniture and home goods marketplace with TCC's innovation and digital expertise, the Company aims to enhance customer experience, create operational synergies, and unlock new growth opportunities. This acquisition is in line with TCC's vision of building scalable and technology-enabled consumer platforms.

Kindly take the same on record.

Thanking You,
For TCC Concept Limited

Isha Arora
Company Secretary

TCC Concept Limited

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