



**Ref: SEC/SE/78/2025-26**

**Date: 29<sup>th</sup> December, 2025**

The Manager- Listing  <b>The National Stock Exchange of India Limited</b> “Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051  <b>NSE SYMBOL: SENC</b>	The Manager – Listing  <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001  <b>BSE SCRIP CODE: 543936</b>
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Dear Sir(s)/ Madam(s),

**Sub: - Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Update on extension of Strategic & Marketing tie- up with August Jewellery Private Limited**

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we had informed vide our letter dated 24<sup>th</sup> April, 2025 & 27<sup>th</sup> September, 2025, that the Company had entered into a Strategic and Marketing tie-up with August Jewellery Private Limited (“AJPL”), having omnichannel brand “Melorra”. The said arrangement was valid till 31<sup>st</sup> December 2025.

In continuation to our earlier intimations, we would like to inform you that the said Strategic & Marketing tie-up with AJPL has been extended till 31<sup>st</sup> March, 2026 on the same terms and conditions as stated in our earlier intimation.

The details required under Regulation 30(6) and Schedule III of the SEBI Listing Regulations read SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 is enclosed as **Annexure-1** to this intimation.

This intimation shall also be available on the website of the Company.

This is for your information and records.

Yours sincerely,

**For SENC GOLD LIMITED**

**Mukund Chandak**

Company Secretary & Compliance Officer  
Membership No. A20051



**Senco Gold Limited**

CIN NO. : L36911WB1994PLC064637  
Registered & Corporate Office : “Diamond Prestige”,  
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017  
Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025  
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[www.sencogold.com](http://www.sencogold.com)





## Annexure 1

### Arrangements for ~~strategic, technical, manufacturing, or~~ marketing tie-up: Agreement/ joint venture (JV)-with companies

Sr. No.	Particulars	Disclosure
i.	Name of the entity(ies) with whom agreement/ <del>JV</del> is signed	August Jewellery Private Limited (“AJPL”)
ii.	Area of agreement/ <del>JV</del>	Same as informed vide our earlier intimation dated 24 <sup>th</sup> April, 2025.
iii.	Domestic/international	Domestic
iv.	Share exchange ratio / JV ratio	Not Applicable as this is short-term strategic and marketing tie-up.
v.	Scope of business operation of agreement / <del>JV</del>	Same as informed vide our earlier intimation dated 24 <sup>th</sup> April, 2025.
vi.	Details of consideration paid / received in agreement / <del>JV</del>	Not Applicable
vii.	Significant terms and conditions of agreement / <del>JV</del> in brief	Same as informed vide our earlier intimations dated 24 <sup>th</sup> April, 2025 & 27 <sup>th</sup> September, 2025 except for the tenure which stands extended till 31 <sup>st</sup> March, 2026.
viii.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	There is no acquisition involved. Further the transaction is not a related party transaction.
ix.	Size of the entity(ies)	Not applicable as no new entity is being formed.
x.	Rationale and benefit expected	Same as informed vide our earlier intimation dated 24 <sup>th</sup> April, 2025.

#### Senco Gold Limited

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