



Date: June 16, 2026

To,

BSE Limited,
20th Floor, P.J. Towers,
Dalal Street,
Mumbai - 400001.
BSE Scrip Code: **544606**

National Stock Exchange of India Limited, Exchange
Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051
NSE Scrip Symbol: **PINELABS**

Sub: Clarification under Regulation 30(11) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 on the article published by entrackr.com on June 15, 2026

Dear Sir/ Madam,

This has reference to following article published in entrackr.com titled, "[Inside Pine Labs' profit story: The gift card income stream set to take a hit](#)"

Pursuant to provisions of Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), as amended and in reference to above cited subject and the news appearing in entrackr.com, we would like to clarify that the aforesaid media reports are **speculative, incorrect and misleading** in nature.

Across its regulated products, the company operates predominantly through co-branded program structures, under which any breakage income belongs to the partner brand and not to Pine Labs.

As a result, breakage has never formed material part of Pine Labs' revenue or profit pool. Under the terms of these co-branded arrangements, any unutilized balances are retained by the brand partner, which typically reinvests those funds into customer acquisition, customer engagement, loyalty initiatives, and driving repeat usage.

This operating model has been in place for more than a decade across Pine Labs' regulated co-branded programs in India. Consequently, even if the RBI were to issue additional guidance or regulations regarding the treatment of breakage income, the company does not foresee any meaningful impact on its business, revenue, or profitability, as such income has never been recognized in Pine Labs' P&L.

We request you to kindly take the above on your records.

Thanking you,

For Pine Labs Limited

Neerav Mehta

Company Secretary and Compliance Officer
Membership Number: A20949

Encl. a/a