

NOVUS LOYALTY LIMITED

NLL/26-27/004

4th August, 2026

To
The Corporate Relations Department
BSE LIMITED
SME Platform
Phiroze Jeejeebhoy Towers, 25th Floor, Dalal Street
Mumbai – 400 001, Maharashtra
Company Scrip Code: 544735

Dear Sir / Madam,

Sub: Intimation for execution of Agreement with Hero Housing Finance Limited

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Novus Loyalty Limited ("Novus"/"Company") has entered into an agreement with Hero Housing Finance Limited on 4th August, 2026.

In this regard, we hereby enclose the necessary details in Annexure-A as required under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Master Circular Ho/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026.

Please take the information on records.

Thanking you

Yours faithfully,

For Novus Loyalty Limited

ADITI PARDAL

(CS & Compliance Officer)

Membership No.: FCS 33216

Encl.: As above

Novus Loyalty Limited (Formerly known as Novus Loyalty Pvt. Ltd.)

CIN No: U72900HR2011PLC127344 | GST No 06AAECC4455C1Z1

727, Udyog Vihar, Phase 5, Gurugram, Haryana 122016

Tel: 91-124-4382002. Email: communication@novus-loyalty.com | Web: <https://www.novus-loyalty.com/>

NOVUS LOYALTY LIMITED

Annexure – A

Sr. No.	Particulars	Description
1	Name of the entity awarding the order(s)/contract(s)	Hero Housing Finance Limited
2	Significant terms and conditions of order(s)/contract(s) awarded in brief	Novus has entered into a Master Services Agreement to act as the Loyalty Technology and Program Design Partner for Hero Housing Finance Limited's ("HHFL") for designing, configuring, implementing, integrating and enabling a comprehensive connector loyalty and rewards ecosystem – including loyalty strategy and program design, loyalty platform deployment, points accrual engine, referral program, contest and milestone management, gamification, rewards marketplace, engagement and nudge engine, leaderboards, administration portal, and MIS & analytics – to drive connector activation, engagement, lead generation, disbursement growth, referrals and retention for HHFL.
3	Whether order(s) / contract(s) have been awarded by domestic/ international entity	Domestic Entity
4	Nature of order(s) / contract(s)	Agreement of 3 years
5	Whether domestic or international	Domestic
6	Time period by which the order(s)/contract(s) is to be executed	Deployment in 2 weeks
7	Value of order(s)/contract(s):	The Agreement follows a recurring, usage-linked revenue model — consideration grows in proportion to user onboarding and engagement on HHFL's platform over the 3-year term, offering the Company a scalable, annuity-like revenue stream in addition to the one-time setup fee already payable. As this recurring revenue will increase with HHFL's growth, the precise aggregate value cannot be fixed at this stage.
8	Whether the promoter/ promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No

Novus Loyalty Limited (Formerly known as Novus Loyalty Pvt. Ltd.)

CIN No: U72900HR2011PLC127344 | GST No 06AAECC4455C1Z1

727, Udyog Vihar, Phase 5, Gurugram, Haryana 122016

Tel: 91-124-4382002. Email: communication@novus-loyalty.com | Web: <https://www.novus-loyalty.com/>

9	Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at “arm’s length”	No
---	---	----

novus
Loyalty