

Date: 3rd August, 2026

To, The Manager - Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street,
Mumbai – 400001

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Add-on Subscription of JOJO on Amazon Prime Video

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and applicable SEBI Circulars issued thereunder, we wish to inform the Exchange that JOJO Limited has entered into a distribution agreement with Amazon, pursuant to which JOJO is now live as an add-on subscription on the Amazon Prime Video India service.

Amazon Prime Video's video entertainment marketplace offers customers programming from third-party partners via Prime Video add-on-subscriptions. Under the terms of the agreement, Amazon may offer JOJO's subscription both as part of a bundled offering and on a standalone basis, across monthly, multi-monthly, and annual subscription plans, giving users multiple pathways to access JOJO content within an ecosystem they already use frequently.

This integration adds Amazon's Indian distribution infrastructure as an additional touchpoint through which audiences can access JOJO's content catalogue, complementing the Company's existing direct presence across 177+ countries via the JOJO App. The arrangement deepens JOJO's multi-platform reach and strengthens the overall subscriber acquisition funnel with this agreement.

Kindly take the above information on record.



Thanking You,

For JOJO Limited (formerly known as Madhuveer Com 18 Network Limited)

Name: Pushti Rajani

Designation: Company Secretary and Compliance Officer (Membership No. A78352)