PACE E-COMMERCE VENTURES LIMITED

CIN: L11049GJ2015PLC179080
REGISTERED OFFICE: 423 BLOCK C 1 1 SUMEL 11, INDIAN TEXTILE PLAZA,
SHAHIBAG, AHMEDABAD, GUJARAT, INDIA- 380004
CONTACT NO. +917948900801|E-MAIL: - compliance@pacesports.in

September 05, 2026

To,
The Department of Corporate Relations
BSE Limited
P. J. Towers, Dalal Street,
Fort, Mumbai-400001.

Scrip Code: **543637**
ISIN: INE0N1L01018

SUBJECT: SUBMISSION OF NOTICE OF ANNUAL GENERAL MEETING UNDER REGULATION 30 OF THE SEBI (LISTING OBLIGATION AND DISCLOSURE REQUIREMENTS) REGULATION, 2015.

Respected Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that the Notice of 11th Annual General Meeting of the Company to be held on **Tuesday, September 29, 2026 at 03:00 P.M. IST** through Video Conferencing/Other Audio Visual Means ("OAVM"). The aforesaid notice is being sent to all eligible shareholders through permitted mode and is also available on the website of the Company at www.pacevltd.com .

Kindly take the above on record.

Thanking You

Yours faithfully,

FOR AND ON BEHALF OF,
PACE E-COMMERCE VENTURES LIMITED

SHAIVAL D GANDHI

Digitally signed by SHAIVAL D GANDHI
DN: c=IN, o=Personal, title=9837, 2.5.4.20=f1bfd15b77579ea86aa66526591520080fa73ec523ecb4c8f34fd6c183232376, postalCode=380015, st=Gujarat, serialNumber=8a874b70809444b7cb3a526335c3277986179d0732b18921fd7fdbd983bf23b4, cn=SHAIVAL D GANDHI
Date: 2026.09.05 17:21:05 +05'30'

SHAIVAL DHARMENDRA GANDHI
MANAGING DIRECTOR
(DIN:02883899)

Notice

NOTICE is hereby given that the **11th (Eleventh)** Annual General Meeting ("**AGM**") of the Pace E-Commerce Ventures Limited will be held on Tuesday, 29th September, 2026 at 03:00 P.M. (IST), through Video Conferencing/Other Audio Visual Means ("OAVM") to transact the following businesses:

ORDINARY BUSINESS(ES):

To consider and if thought fit to pass with or without modification the following resolution as an **Ordinary Resolution:**

1. To receive, consider and adopt the Audited Standalone Financial Statements of the Company for the financial year ended March 31, 2026, together with the Reports of the Board of Directors and the Auditors thereon.

"RESOLVED THAT the audited standalone financial statements of the Company, comprising of the balance sheet as at March 31, 2026, the statement of profit and loss, cash flow statement and statement of equity, together with the notes thereto, for the financial year ended March 31, 2026 and the reports of the board of directors and the auditors thereon, be and are hereby approved and adopted."

2. To take note of the retirement of Mr. Harshal Chandrakant Gala (DIN: 09539871), who retires by rotation in terms of section 152(6) of the Companies Act, 2013 and, has expressed his intention not to seek re-appointment.

"RESOLVED THAT in accordance with the provisions of Section 152 and any other applicable provisions of the Companies Act, 2013 (including any statutory modification or re-enactment thereof for the time being in force), as amended from time to time, the vacancy arising out of retirement of Mr. Harshal Chandrakant Gala (DIN: 09539871), Non-Executive Director, Non-Independent Category, who has expressed his intention not to seek re-appointment, be not filled."

SPECIAL BUSINESS:

3. To consider and approve regularization of Additional Director, Mr. Mohit Paragbhai Bhavnagari (DIN: 10568605) by appointing him as Director of the Company (Non-Executive Category):

To consider and if thought fit, to pass with or without modification(s), the following resolution as an **Ordinary Resolution:**

"RESOLVED THAT pursuant to the provisions of Sections 152, 160 & other applicable provisions, if any, of the Companies Act, 2013 ("the Act") read with Companies (Appointment and Qualification of Directors) Rules, 2014 (including any statutory modification (s) or re-enactment thereof for the time being in force) **Mr. Mohit Paragbhai Bhavnagari (DIN: 10568605)**, who was appointed as an Additional Director of the Company (Non-Executive Category) with effect from **30th July, 2026** pursuant to the recommendation of the Nomination and Remuneration Committee, and who holds office up to the date of this Annual General Meeting of the Company, and in respect of whom the Company has received a notice in writing under Section 160(1) of the Act signifying his candidature for the office of Director, be and is hereby appointed as a Director of the Company in the **Non-Executive Category, liable to retire by rotation**.

RESOLVED FURTHER THAT the Directors of the Company and the Company Secretary & Compliance Officer of the Company be and are hereby severally authorized to do all such acts, deeds, matters and things as may be deemed necessary and/or expedient in connection therewith or incidental thereto, to give effect to the foregoing Resolution."

4. To consider and approve regularization of Additional Director, Mr. Aditya Gaurangbhai Patel (DIN: 11878623) by appointing him as Director of the Company (Non-Executive Category):

To consider and if thought fit, to pass with or without modification(s), the following resolution as an **Ordinary Resolution:**

"**RESOLVED THAT** pursuant to the provisions of Sections 152, 160 & other applicable provisions, if any, of the Companies Act, 2013 ("the Act") read with Companies (Appointment and Qualification of Directors) Rules, 2014 (including any statutory modification (s) or re-enactment thereof for the time being in force) **Mr. Aditya Gaurangbhai Patel (DIN: 11878623)**, who was appointed as an Additional Director of the Company (Non-Executive Category) with effect from **22nd August, 2026** pursuant to the recommendation of the Nomination and Remuneration Committee, and who holds office up to the date of this Annual General Meeting of the Company, and in respect of whom the Company has received a notice in writing under Section 160(1) of the Act signifying his candidature for the office of Director, be and is hereby appointed as a Director of the Company in the **Non-Executive Category, liable to retire by rotation.**

RESOLVED FURTHER THAT the Directors of the Company and the Company Secretary & Compliance Officer of the Company be and are hereby severally authorized to do all such acts, deeds, matters and things as may be deemed necessary and/or expedient in connection therewith or incidental thereto, to give effect to the foregoing Resolution."

5. Alteration in Main Object Clause of the Memorandum of Association of the Company:

To consider and if thought fit to pass, with or without modification (s) the following Resolution as **Special Resolution:**

"**RESOLVED THAT** pursuant to the provisions of Section 13 and other applicable provisions, if any, of the Companies Act, 2013 ("**Act**") read with Companies (Incorporation) Rules, 2014 and other applicable rules ("**Rules**"), the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**") (including any statutory modification(s) or re-enactment thereof for the time being in force), consent of the members be an is hereby accorded to insert the following **sub-clause 11 after sub-clause 10 of Clause 3(A) of the Memorandum of Association of the Company:**

"3 (A) 11. To carry on the business of manufacturing, processing, producing, preparing, preserving, packing, bottling, chilling, freezing, storing, transporting, distributing, importing, exporting, buying, selling, supplying, marketing and otherwise dealing in all kinds of milk and dairy products, including fresh milk, pasteurised milk, UHT milk, milk powder, cream, butter, ghee, cheese, paneer, curd, yoghurt, buttermilk, lassi, flavoured milk, condensed milk, milkshakes, ice creams, frozen dairy products, dairy-based beverages, desserts and other milk and dairy-based products, whether manufactured, processed or prepared from natural or processed milk, and to deal in all ingredients, raw materials, by-products, derivatives, packaging materials and other products related thereto."

RESOLVED FURTHER THAT the Directors of the Company and the Company Secretary & Compliance Officer of the Company be and are hereby severally authorised to do all such acts, deeds, matters and things as may be deemed proper, necessary or expedient, including filing the requisite forms with the Ministry of Corporate Affairs and/or submission of documents with any other authority, for the purpose of giving effect to this Resolution and for matters connected therewith or incidental thereto and to settle all questions, difficulties or doubts that may arise in this regard at any stage, without requiring the Board to secure any further consent or approval of the Members of the Company, to the end and intent that the Members shall be deemed to have given their approval thereto expressly by the authority of this Resolution."

6. Approval for overall borrowing limits of the company as per section 180 (1)(c) of the Companies Act, 2013:

"RESOLVED THAT pursuant to Section 180(1)(c) and other applicable provisions, if any, of the Companies Act, 2013 and the rules made thereunder (including any statutory modification(s) or re-enactment thereof, for the time being in force), and in supersession of the resolution previously passed by the Members of the Company under Section 180(1)(c) of the Companies Act, 2013 on 19th August, 2022, the consent of the Members of the Company be and is hereby accorded to the Board of Directors (hereinafter referred to as the "Board", which term shall be deemed to include any Committee thereof for the time being exercising the powers conferred on the Board of Directors by this Resolution), to borrow any sum or sums of money, from time to time, in any form, including but not limited to by way of loans, financial facilities, through the issuance of debentures, commercial paper or such other form, upon such terms and conditions as to interest, repayment or otherwise and with or without security, as the Board may think fit for the purposes of the Company's business, notwithstanding that the money or monies to be borrowed, together with the monies already borrowed by the Company (apart from temporary loans obtained from the Company's bankers in the ordinary course of business), may exceed the aggregate of the paid-up share capital, free reserves and securities premium account of the Company, provided, however, that the total amount so borrowed (apart from temporary loans obtained from the Company's bankers in the ordinary course of business) shall not exceed at any point in time a sum equivalent to INR 200 Crores (Indian Rupees Two Hundred Crores Only) over and above the aggregate of the paid-up share capital, free reserves and securities premium account of the Company.

RESOLVED FURTHER THAT the Board be and is hereby authorised and empowered to arrange or settle the terms and conditions on which all such monies are to be borrowed from time to time, including as to interest, repayment, security or otherwise, as it may think fit, and to do all such acts, deeds and things and to execute all such documents, instruments and writings as may be required in this regard."

For & on Behalf of,
Pace E-Commerce Ventures Limited

Sd/-
Shaival Dharmendra Gandhi
Chairman & Managing Director
DIN: 02883899

Date: 05/09/2026
Place: Ahmedabad

Registered Office:
423 Block C 1 1 Sumel 11,
Indian Textile Plaza, Shahibag,
Ahmedabad, Gujarat, India- 380004

Notes:

1. Pursuant to the General Circular No. 03/2025 dated September 22, 2025 ('MCA Circulars') and other applicable circulars and notifications issued (including any statutory modifications or re-enactment thereof for the time being in force and as amended from time to time, companies are allowed to hold EGM/AGM through Video Conferencing (VC) or other audio visual means (OAVM), without the physical presence of members at a common venue. In compliance with the said Circulars, AGM shall be conducted through VC/OAVM.

2. Pursuant to the Circular No. 14/2020 dated April 08, 2020, issued by the Ministry of Corporate Affairs, the facility to appoint proxy to attend and cast vote for the members is not available for this AGM. However, the Body Corporates are entitled to appoint authorised representatives to attend the AGM through VC/OAVM and participate there at and cast their votes through e-voting.

3. The Members can join the AGM in the VC/OAVM mode 15 minutes before and after the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice. The facility of participation at the AGM through VC/OAVM will be made available for 1000 members on first come first served basis. This will not include large Shareholders (Shareholders holding 2% or more shareholding), Promoters, Institutional Investors, Directors, Key Managerial Personnel, the Chairpersons of the Audit Committee, Nomination and Remuneration Committee and Stakeholders Relationship Committee, Auditors etc. who are allowed to attend the AGM without restriction on account of first come first served basis.

4. The attendance of the Members attending the AGM through VC/OAVM will be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013.

5. Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended) the Secretarial Standard on General Meetings (SS-2) issued by the ICSI and Regulation 44 of SEBI (Listing Obligations & Disclosure Requirements) Regulations 2015 (as amended), and the Circulars issued by the Ministry of Corporate Affairs from time to time the Company is providing facility of remote e-Voting to its Members in respect of the business to be transacted at the AGM. For this purpose, the Company has entered into an agreement with National Securities Depository Limited (NSDL) for facilitating voting through electronic means, as the authorized agency. The facility of casting votes by a member using remote e-Voting system as well as e-voting on the date of the AGM will be provided by NSDL.

6. In line with the Ministry of Corporate Affairs (MCA) Circular No. 17/2020 dated April 13, 2020, the Notice calling the AGM has been uploaded on the website of the Company at https://pacevltd.com/. The Notice can also be accessed from the websites of the Stock Exchanges i.e. BSE Limited at www.bseindia.com and the AGM Notice is also available on the website of NSDL (agency for providing the Remote e-Voting facility) i.e. www.evoting.nsdl.com.

7. AGM has been convened through VC/OAVM in compliance with applicable provisions of the Companies Act, 2013 read with MCA Circular No. 14/2020 dated April 08, 2020 and MCA Circular No. 17/2020 dated April 13, 2020, MCA Circular No. 20/2020 dated May 05, 2020 and MCA Circular No. 2/2021 dated January 13, 2021.

THE INSTRUCTIONS FOR MEMBERS FOR REMOTE E-VOTING AND JOINING GENERAL MEETING ARE AS UNDER:

The remote e-voting period begins on **26th September, 2026 at 09:00 A.M. and ends on 28th September, 2026 at 05:00 P.M.** The remote e-voting module shall be disabled by NSDL for voting thereafter. The Members, whose names appear in the Register of Members/Beneficial Owners as on the record date (cut-off date) i.e. 22/09/2026, may cast their vote electronically. The voting right of shareholders shall be in proportion to their share in the paid-up equity share capital of the Company as on the cut-off date, being 22/09/2026.

How do I vote electronically using NSDL e-Voting system?

The way to vote electronically on NSDL e-Voting system consists of "Two Steps" which are mentioned below:

Step 1: Access to NSDL e-Voting system

A) Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode

In terms of SEBI circular dated December 9, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Login method for Individual shareholders holding securities in demat mode is given below:

Type of Shareholders	Login Method
Individual Shareholders holding securities in demat mode with **NSDL**.	1. For OTP based login you can click on https://eservices.nsdl.com/SecureWeb/evoting/evotinglogin.jsp. You will have to enter your 8-digit DP ID, 8-digit Client Id, PAN No., Verification code and generate OTP. Enter the OTP received on registered email id/mobile number and click on login. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. 2. Existing **IDeAS** user can visit the e-Services website of NSDL Viz. https://eservices.nsdl.com either on a Personal Computer or on a mobile. On the e-Services home page click on the "**Beneficial Owner**" icon under "**Login**" which is available under '**IDeAS**' section , this will prompt you to enter your existing User ID and Password. After successful authentication, you will be able to see e-Voting services under Value added services. Click on "**Access to e-Voting**" under e-Voting services and you will be able to see e-Voting page. Click on company name or **e-Voting service provider i.e. NSDL** and you will be re-directed to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. 3. If you are not registered for IDeAS e-Services, option to register is available at https://eservices.nsdl.com. Select "**Register Online for IDeAS Portal**" or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp. 4. Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section. A new screen will open. You will have to enter your User ID (i.e. your sixteen-digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or **e-Voting service provider i.e. NSDL** and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. 5. Shareholders/Members can also download NSDL Mobile App "**NSDL Speede**" facility by scanning the QR code mentioned below for seamless voting experience. 
Individual Shareholders holding securities in demat mode with **CDSL**	1. Users who have opted for CDSL Easi/Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The users to login Easi/Easiest are requested to visit CDSL website www.cdslindia.com and click on login icon & New System Myeasi Tab and then user your existing my easi username & password. 2. After successful login the Easi/Easiest user will be able to see the e-Voting option for eligible companies where thee-voting is in progress as per the information provided by company. On clicking the e-voting option, the user will be able to see e-Voting page of the e-Voting service provider for casting your vote during the remote e-Voting period. Additionally, there is also links provided to access the system of all e-Voting Service Providers, so that the user can visit the e-Voting service providers' website directly. 3. If the user is not registered for Easi/Easiest, option to register is available at CDSL website www.cdslindia.com and click on login & New System Myeasi Tab and then click on registration option.

Login method for Individual shareholders holding securities in demat mode is given below: (Contd.)

Type of Shareholders	Login Method
	4. Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from e-Voting link available on www.cdslindia.com home page. The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the e-voting is in progress and also able to directly access the system of all e-Voting Service Providers.
Individual Shareholders (holding securities in demat mode) login through their depository participants	You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility upon logging in, you will be able to see e-Voting option. Click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

Important Note: Members who are unable to retrieve User ID/Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. NSDL and CDSL:

Login type	Helpdesk details
Individual Shareholders holding securities in demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.com or call at 022 - 4886 7000
Individual Shareholders holding securities in demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.com or call at 022 - 4886 7000

B) Login Method for e-Voting and joining virtual meeting for shareholders other than Individual shareholders holding securities in demat mode and shareholders holding securities in physical mode.

How to Log-in to NSDL e-Voting website?

1. Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile.

2. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section.

3. A new screen will open. You will have to enter your User ID, your Password/OTP and a Verification Code as shown on the screen.

   Alternatively, if you are registered for NSDL eservices i.e. IDEAS, you can log-in at https://eservices.nsdl.com/ with your existing IDEAS login. Once you log-in to NSDL eservices after using your log-in credentials, click on e-Voting and you can proceed to Step 2 i.e. Cast your vote electronically.

4. Your User ID details are given below:

Manner of holding shares i.e. Demat (NSDL or CDSL) or Physical	Your User ID is:
a) For Members who hold shares in demat account with NSDL.	8 Character DP ID followed by 8 Digit Client ID For example if your DP ID is IN300*** and Client ID is 12****** then your user ID is IN300***12******.
b) For Members who hold shares in demat account with CDSL.	16 Digit Beneficiary ID For example if your Beneficiary ID is 12************** then your user ID is 12**************
c) For Members holding shares in Physical Form.	EVEN Number followed by Folio Number registered with the company For example if folio number is 001*** and EVEN is 130982 then user ID is 130982001***

5. Password details for shareholders other than Individual shareholders are given below:

   a) If you are already registered for e-Voting, then you can user your existing password to login and cast your vote.

   b) If you are using NSDL e-Voting system for the first time, you will need to retrieve the 'initial password' which was communicated to you. Once you retrieve your 'initial password', you need to enter the 'initial password' and the system will force you to change your password.

   c) How to retrieve your 'initial password'?

      (i) If your email ID is registered in your demat account or with the company, your 'initial password' is communicated to you on your email ID. Trace the email sent to you from NSDL from your mailbox. Open the email and open the attachment i.e. a .pdf file. Open the .pdf file. The password to open the .pdf file is your 8-digit client ID for NSDL account, last 8 digits of client ID for CDSL account or folio number for shares held in physical form. The .pdf file contains your 'User ID' and your 'initial password'.

      (ii) If your email ID is not registered, please follow steps mentioned below in **process for those shareholders whose email ids are not registered**.

6. If you are unable to retrieve or have not received the "Initial password" or have forgotten your password:

   a) Click on "**Forgot User Details/Password?**"(If you are holding shares in your demat account with NSDL or CDSL) option available on www.evoting.nsdl.com.

   b) **Physical User Reset Password?**(If you are holding shares in physical mode) option available on www.evoting.nsdl.com.

   c) If you are still unable to get the password by aforesaid two options, you can send a request at evoting@nsdl.co.in mentioning your demat account number/folio number, your PAN, your name and your registered address etc.

   d) Members can also use the OTP (One Time Password) based login for casting the votes on the e-Voting system of NSDL.

7. After entering your password, tick on Agree to "Terms and Conditions" by selecting on the check box.

8. Now, you will have to click on "Login" button.

9. After you click on the "Login" button, Home page of e-Voting will open.

Step 2: Cast your vote electronically and join General Meeting on NSDL e-Voting system.

How to cast your vote electronically and join General Meeting on NSDL e-Voting system?

1. After successful login at Step 1, you will be able to see all the companies "EVEN" in which you are holding shares and whose voting cycle and General Meeting is in active status.

2. Select "EVEN" of company for which you wish to cast your vote during the remote e-Voting period and casting your vote during the General Meeting. For joining virtual meeting, you need to click on "VC/OAVM" link placed under "Join Meeting".

3. Now you are ready for e-Voting as the Voting page opens.

4. Cast your vote by selecting appropriate options i.e. assent or dissent, verify/modify the number of shares for which you wish to cast your vote and click on "Submit" and also "Confirm" when prompted.

5. Upon confirmation, the message "Vote cast successfully" will be displayed.

6. You can also take the printout of the votes cast by you by clicking on the print option on the confirmation page.

7. Once you confirm your vote on the resolution, you will not be allowed to modify your vote.

General Guidelines for shareholders

1. Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) are required to send scanned copy (PDF/JPG Format) of the relevant Board Resolution/Authority letter etc. with attested specimen signature of the duly authorized signatory(ies) who are authorized to vote, to the Scrutinizer by e-mail to csdamistry@gmail.com with a copy marked to evoting@nsdl.co.in. Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) can also upload their Board Resolution/Power of Attorney/Authority Letter etc. by clicking on "**Upload Board Resolution/Authority Letter**" displayed under "**e-Voting**" tab in their login.

2. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential. Login to the e-voting website will be disabled upon five unsuccessful attempts to key in the correct password. In such an event, you will need

to go through the "Forgot User Details/Password?" or "Physical User Reset Password?" option available on www.evoting.nsdl.com to reset the password.

3. In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on toll free no.: 022 - 4886 7000 or send a request to Suketh Shetty at evoting@nsdl.co.in

Process for those shareholders whose email ids are not registered with the depositories for procuring user id and password and registration of e mail ids for e-voting for the resolutions set out in this notice:

1. In case shares are held in physical mode please provide Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) by email to compliance@pacesports.in.

2. In case shares are held in demat mode, please provide DPID-CLID (16 digit DPID + CLID or 16 digit beneficiary ID), Name, client master or copy of Consolidated Account statement, PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) to compliance@pacesports.in. If you are an Individual shareholder holding securities in demat mode, you are requested to refer to the login method explained at **step 1 (A) i.e. Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode**.

3. Alternatively shareholder/members may send a request to evoting@nsdl.co.in for procuring user id and password for e-voting by providing above mentioned documents.

4. In terms of SEBI circular dated December 9, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are required to update their mobile number and email ID correctly in their demat account in order to access e-Voting facility.

THE INSTRUCTIONS FOR MEMBERS FOR E-VOTING ON THE DAY OF THE EGM/AGM ARE AS UNDER:

1. The procedure for e-Voting on the day of the EGM/AGM is same as the instructions mentioned above for remote e-voting.

2. Only those Members/shareholders, who will be present in the EGM/AGM through VC/OAVM facility and have not casted their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through e-Voting system in the EGM/AGM.

3. Members who have voted through Remote e-Voting will be eligible to attend the EGM/AGM. However, they will not be eligible to vote at the EGM/AGM.

4. The details of the person who may be contacted for any grievances connected with the facility for e-Voting on the day of the EGM/AGM shall be the same person mentioned for Remote e-voting.

THE INSTRUCTIONS FOR MEMBERS FOR ATTENDING THE AGM THROUGH VC/OAVM ARE AS UNDER:

1. Member will be provided with a facility to attend the AGM through VC/OAVM through the NSDL e-Voting system. Members may access by following the steps mentioned above for **Access to NSDL e-Voting system**. After successful login, you can see link of "VC/OAVM link" placed under "**Join General meeting**" menu against company name. You are requested to click on VC/OAVM link placed under Join General Meeting menu. The link for VC/OAVM will be available in Shareholder/Member login where the EVEN of Company will be displayed. Please note that the members who do not have the User ID and Password for e-Voting or have forgotten the User ID and Password may retrieve the same by following the remote e-Voting instructions mentioned in the notice to avoid last minute rush.

2. Members are encouraged to join the Meeting through Laptops for better experience.

3. Further Members will be required to allow Camera and use Internet with a good speed to avoid any disturbance during the meeting.

4. Please note that Participants Connecting from Mobile Devices or Tablets or through Laptop connecting via Mobile Hotspot may experience Audio/Video loss due to Fluctuation in their respective network. It is therefore recommended to use Stable Wi-Fi or LAN Connection to mitigate any kind of aforesaid glitches.

5. Shareholders who would like to express their views/have questions may send their questions in advance mentioning their name demat account number/folio number, email id, mobile number at compliance@pacesports.in. The same will be replied by the company suitably.

6. Members who would like to express their views/ask questions as a Speaker at the AGM may preregister themselves by sending a request from their registered email ID mentioning their names, DPID and Client ID/folio number, PAN and mobile number to compliance@pacesports.in between 14th September, 2026 (9:00 A.M. IST) to 19th September, 2026 (5:00 P.M. IST). Only those Members who have pre-registered themselves as Speakers will be allowed to express their views/ask

questions during the AGM. The Company reserves the right to restrict the number of speakers depending on the availability of time for the AGM.

OTHER INSTRUCTIONS:

1. The Scrutinizer shall, immediately after the conclusion of voting at the AGM, first count the votes cast during the AGM, thereafter unblock the votes cast through remote e-voting and make, not later than 48 hours of conclusion of the AGM, a consolidated Scrutinizer's Report of the total votes cast in favour or against, if any, to the Chairman or a person authorised by him in writing, who shall countersign the same.

2. The result declared along with the Scrutinizer's Report shall be placed on the Company's website https://pacevltd.com/ and on the website of NSDL https://www.evoting.nsdl.com immediately. The Company's hall simultaneously forward the results to and BSE Limited, where the shares of the Company are listed.

For & on Behalf of,
Pace E-Commerce Ventures Limited

Sd/-
Shaival Dharmendra Gandhi
Chairman & Managing Director
DIN: 02883899

Date: 05/09/2026
Place: Ahmedabad

Registered Office:
423 Block C 1 1 Sumel 11,
Indian Textile Plaza, Shahibag,
Ahmedabad, Gujarat, India- 380004

ADDITIONAL INFORMATION IN RESPECT OF ITEM NO. 2 OF THE NOTICE:

In accordance with the provisions of the Act and Articles of the Company, Harshal Chandrakant Gala (DIN: 09539871) is due to retire by rotation at the forthcoming AGM. He has expressed his willingness to step down from the Company and has informed that he will not be offering himself for re-election at the ensuing AGM.

Accordingly, he will cease to be Non-Executive Director of the Company at the ensuing AGM scheduled to be held on 29th September, 2026.

As per section 152(6)(e) of the Act, at the AGM at which a director retires, the company may fill up the vacancy by appointing the retiring director or some other person thereto.

The Board has taken note that Harshal Chandrakant Gala will cease to hold office as a Director upon the conclusion of the 11th Annual General Meeting and, having considered the applicable requirements, has resolved, subject to the approval of the members, not to fill the resulting vacancy on the Board.

It is proposed to pass an express resolution in terms of section 152(7)(a) of the Act, to not fill the vacancy created.

None of the directors or key managerial personnel or their relatives, is directly or indirectly concerned or interested, financially or otherwise, except to the extent of his shareholding, if any, in the Company. The Board recommends this ordinary resolution set out in Item No. 2, for consideration and approval of the members.

Explanatory Statement

As required by Section 102 of the Companies Act, 2013 ('the Act'), the following Explanatory Statement sets out all material facts relating to the business mentioned under Item No. 3 to 6 of the accompanying Notice dated 05/09/2026.

ITEM NO. 3:

Mr. Mohit Paragbhai Bhavnagari (DIN: 10568605), was appointed as an Additional Director of the Company (Non-Executive Category) with effect from 30th July, 2026, based on the recommendation of Nomination & Remuneration Committee. As per Section 161 of the Companies Act, 2013, he shall hold office up to the date of the present Annual General Meeting.

Mr. Mohit Paragbhai Bhavnagari Master's degree in Management and Engineering in Production Systems from RWTH Aachen University, Germany and the Maastricht School of Management, Netherlands. He is a business professional with over a decade of international experience in business strategy, industrial sales, operations and corporate leadership. He is currently serving as a Director of Berndorf Band India Private Limited, where he has been involved in establishing and expanding the Company's operations in India.

He possesses expertise in corporate strategy, business development, operational excellence, financial management, compliance and organisational leadership. His international experience and strategic leadership capabilities provide him with a broad understanding of business operations, growth strategy and corporate management.

The company has received his nomination in writing proposing his candidature for the office of Director. He is not disqualified to be appointed as such. The Board recommends his regularization as Director on Board of the Company. The brief resume of Mr. Mohit Paragbhai Bhavnagari is also given in notes.

The Board, based on the recommendation of Nomination and Remuneration Committee, recommends his regularization as Director of the Company and recommends the resolution set out at Item No. 3 for the approval of members as an Ordinary Resolution.

Except Mr. Mohit Paragbhai Bhavnagari, none of the other Directors, Key Managerial Personnel of the Company or their respective relatives is, in any way, concerned or interested, financially or otherwise, in the said resolution.

The requisite disclosures relating to the appointment of Mr. Mohit Paragbhai Bhavnagari pursuant to the provisions of the Companies Act, 2013 and applicable rules are annexed to this Notice.

ITEM NO. 4:

Mr. Aditya Gaurangbhai Patel (DIN: 11878623) was appointed as an Additional Director of the Company (Non-Executive Category) with effect from 22nd August, 2026, based on the recommendation of Nomination & Remuneration Committee. As per Section 161 of the Companies Act, 2013, he shall hold office up to the date of the present Annual General Meeting.

Mr. Aditya Gaurangbhai Patel is a qualified Bachelor of Commerce (B.Com.) graduate from Lokmanya College, affiliated with Gujarat University, and has approximately 5.9 years of professional experience in Talent Acquisition and Recruitment.

He has extensive experience in end-to-end recruitment and talent acquisition, with exposure to hiring across the United Kingdom, Australia and the United States markets. During his professional career, he has handled the complete recruitment lifecycle, including talent sourcing, candidate screening, interview coordination, stakeholder management, salary negotiations and onboarding.

His areas of expertise include talent acquisition strategy, recruitment planning, employer branding, modern sourcing techniques and candidate relationship management. He possesses strong communication, negotiation and stakeholder management skills and has demonstrated the ability to identify and attract suitable talent in accordance with organizational requirements.

Considering his professional experience, knowledge of recruitment and talent acquisition practices, exposure to international hiring markets and strong interpersonal and stakeholder management capabilities, the appointment of Mr. Aditya Gaurangbhai Patel is expected to contribute to strengthening the Company's talent acquisition and human resource functions and support its future growth and business objectives.

The Board, based on the recommendation of the Nomination and Remuneration Committee, recommends the appointment of Mr. Aditya Gaurangbhai Patel as a Director of the Company for the approval of the Members by way of an Ordinary Resolution as set out at Item No. 4 of this Notice.

Except Mr. Aditya Gaurangbhai Patel, none of the other Directors, Key Managerial Personnel of the Company or their respective relatives is, in any way, concerned or interested, financially or otherwise, in the said resolution.

The requisite disclosures relating to the appointment of Mr. Aditya Gaurangbhai Patel pursuant to the provisions of the Companies Act, 2013 and applicable rules are annexed to this Notice.

ITEM NO. 5:

Your Board has to consider from time-to-time proposals for diversification into areas which would be profitable for the Company as part of diversification Plans. For this purpose, the object Clause of the Company, which is presently restricted in scope, requires to be comprehensive so as to cover a wide range of activities to enable your Company to consider embarking upon new projects and activities.

The addition in the Objects Clause of the Memorandum of Association as set out in the Resolution is to facilitate diversification. This will enable the company to enlarge the area of operations and carry on its business economically and efficiently and the proposed activities can be, under the existing circumstances, conveniently and advantageously combined with the present activities of the company.

In order to enable the Company to expand its business operations and explore new areas of opportunity aligned with the long-term vision and strategic goals of the Company, the Board of Directors at its meeting held on 05th September, 2026, has approved the proposal for inserting the following sub-clause 11 after **sub-clause 10 of Clause 3(A) of the Memorandum of Association of the Company:**

3 (A) 11. To carry on the business of manufacturing, processing, producing, preparing, preserving, packing, bottling, chilling, freezing, storing, transporting, distributing, importing, exporting, buying, selling, supplying, marketing and otherwise dealing in all kinds of milk and dairy products, including fresh milk, pasteurised milk, UHT milk, milk powder, cream, butter, ghee, cheese, paneer, curd, yoghurt, buttermilk, lassi, flavoured milk, condensed milk, milkshakes, ice creams, frozen dairy products, dairy-based beverages, desserts and other milk and dairy-based products, whether manufactured, processed or prepared from natural or processed milk, and to deal in all ingredients, raw materials, by-products, derivatives, packaging materials and other products related thereto.

Pursuant to the provisions of Sections 4, 13, and other applicable provisions of the Companies Act, 2013, read with the applicable rules and subject to the approval of the members by way of a **Special Resolution** and subsequent approval by the Registrar of Companies (ROC), the Company is required to alter its Memorandum of Association to give effect to the proposed change.

The draft Copy of the Memorandum of Association of the Company is available for inspection at the registered office of the Company on any working day during Business Hours till the date of AGM.

The Board of the Company recommends the resolution set out in Item No. 5 for approval of shareholders as **Special Resolution.**

None of the Directors and Key Managerial Personnel of the Company or their respective relatives is/are concerned or interested, financially or otherwise, in the proposed resolution except to the extent of their shareholding, if any, in the Company.

ITEM NO. 6

Considering the business plan and future business prospects of the Company, the Company may require additional funds from time to time to meet its working capital requirements, capital expenditure, expansion plans and other general corporate purposes. Such funds may be sourced from various persons and institutions, including banks, financial institutions, Non-Banking Financial Companies (NBFCs) and other lenders, including related parties, as may be considered appropriate by the Board of Directors.

Keeping in view the aforesaid requirements and the future business plans of the Company, it is proposed to revise and enhance the borrowing powers of the Board of Directors (hereinafter referred to as the "Board", which term shall be deemed to include any Committee thereof for the time being exercising the powers conferred on the Board of Directors by this Resolution) to an amount of up to INR 200 Crores (Indian Rupees Two Hundred Crores Only) over and above the aggregate of the paid-up share capital, free reserves and securities premium account of the Company, for the smooth functioning and growth of the business of the Section 180(1)(c) of the Companies Act, 2013 ("Act") provides that the Board of Directors shall not borrow money, where the money to be borrowed, together with the money already borrowed by the Company, exceeds the aggregate of its paid-up share capital, free reserves and securities premium, except with the consent of the Members of the Company by way of a **Special Resolution.**

The Company had previously obtained approval of the Members under Section 180(1)(c) of the Act pursuant to a resolution passed on 19th August, 2022. In view of the increased business requirements and future funding needs of the Company, it is proposed to supersede the said resolution and revise the borrowing limit of the Company to INR 200 Crores (Indian Rupees Two Hundred Crores Only) over and above the aggregate of the paid-up share capital, free reserves and securities premium account of the Company.

Accordingly, the approval of the Members is sought by way of a Special Resolution under Section 180(1)(c) of the Act, as set out at Item No. 6 of the accompanying Notice, to authorise the Board to borrow monies, together with the monies already borrowed by the Company, up to the aforesaid limit, excluding temporary loans obtained from the Company's bankers in the ordinary course of business.

None of the Directors or Key Managerial Personnel of the Company or their respective relatives is, in any way, concerned or interested, financially or otherwise, in the proposed Resolution, except to the extent of their respective shareholding, if any, in the Company.

For & on Behalf of,
Pace E-Commerce Ventures Limited

Date: 05/09/2026
Place: Ahmedabad

Sd/-
Shaival Dharmendra Gandhi
Chairman & Managing Director
DIN: 02883899

Registered Office:
423 Block C 1 1 Sumel 11,
Indian Textile Plaza, Shahibag,
Ahmedabad, Gujarat, India- 380004

Details of the Directors Seeking Appointment/Re-Appointment at 11th Annual General Meeting

(In pursuance of Regulation 36(3) of the Listing Regulations and Secretarial Standard - 2 on General Meetings)

➢ **Detailed Resume of Mr. Mohit Paragbhai Bhavnagari (DIN: 10568605) seeking appointment in terms of Section 152 of the Companies Act, 2013:**

Name of the Director and DIN	**Mohit Paragbhai Bhavnagari (DIN: 10568605)**
Date of Birth (Age)	29/11/1991 (35 years)
Date of first appointment on the Board	25/06/2022
Designation/Category of Directorship	Non-independent, Non-Executive Director
Qualifications	Master's degree in Management and Engineering in Production Systems from RWTH Aachen University, Germany and the Maastricht School of Management, Netherlands.
Brief profile and expertise in specific functional areas	Mr. Mohit Paragbhai Bhavnagari is a business professional with over a decade of international experience in business strategy, industrial sales, operations and corporate leadership. He is currently serving as a Director of Berndorf Band India Private Limited, where he has been involved in establishing and expanding the Company's operations in India. He possesses expertise in corporate strategy, business development, operational excellence, financial management, compliance and organisational leadership. His international experience and strategic leadership capabilities provide him with a broad understanding of business operations, growth strategy and corporate management.
Terms and Conditions of appointment/re-appointment	The terms and conditions of his appointment shall be governed by the Letter of Appointment proposed to be issued by the Company.
Inter se relationship with other Directors, Manager and other Key Managerial Personnel of the Company	None
Name of listed entities from which the person has resigned in the past three years	None
Directorships held in other companies (excluding foreign companies)	1 (One)
Committee position held in other companies (excluding foreign companies)	None
Details of remuneration last drawn	None
Details of remuneration sought to be paid	None
No. of meetings of the Board attended during the year	2 Board Meetings
No. of shares held in the Company either by self or as a beneficial owner	None

➢ **Detailed Resume of Mr. Aditya Gaurangbhai Patel (DIN: 11878623) seeking appointment in terms of Section 152 of the Companies Act, 2013:**

Name of the Director and DIN	**Aditya Gaurangbhai Patel (DIN: 11878623)**
Date of Birth (Age)	15/10/2000 (26 years)
Date of first appointment on the Board	22/08/2026
Designation/Category of Directorship	Non-independent, Non-Executive Director
Qualifications	Mr. Aditya Gaurangbhai Patel is a qualified Bachelor of Commerce (B.Com.) graduate from Lokmanya College, affiliated with Gujarat University.
Brief profile and expertise in specific functional areas	He has approximately 5.9 years of professional experience in Talent Acquisition and Recruitment. He has extensive experience in end-to-end recruitment and talent acquisition, with exposure to hiring across the United Kingdom, Australia and the United States markets. During his professional career, he has handled the complete recruitment lifecycle, including talent sourcing, candidate screening, interview coordination, stakeholder management, salary negotiations and onboarding. His areas of expertise include talent acquisition strategy, recruitment planning, employer branding, modern sourcing techniques and candidate relationship management. He possesses strong communication, negotiation and stakeholder management skills and has demonstrated the ability to identify and attract suitable talent in accordance with organizational requirements.
Terms and Conditions of appointment/ re-appointment	The terms and conditions of his appointment shall be governed by the Letter of Appointment proposed to be issued by the Company.
Inter se relationship with other Directors, Manager and other Key Managerial Personnel of the Company	None
Name of listed entities from which the person has resigned in the past three years	None
Directorships held in other companies (excluding foreign companies)	Nil
Committee position held in other companies (excluding foreign companies)	None
Details of remuneration last drawn	None
Details of remuneration sought to be paid	None
No. of meetings of the Board attended during the year	1
No. of shares held in the Company either by self or as a beneficial owner	None