ELITECON INTERNATIONAL LIMITED

+91 9871761020
www.eliteconinternational.com
admin@eliteconinternational.com
CIN: L46305DL1987PLC396234

Date: November 11, 2026

To,

The Manager **Listing Department** **BSE Limited** P.J. Towers, Dalal Street, Mumbai – 400001 **Name of Scrip**: Elitecon International Limited **BSE Scrip Code**: 539533 **NSE Symbol:** ELITECON **ISIN:** INE669R01026	**The Calcutta Stock Exchange Limited** 7, Lyons Range, Dalhousie, Kolkata-700001, West Bengal

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Execution of Exclusive Distribution Rights Agreement

Dear Sir / Madam,

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("**SEBI Listing Regulations**"), we hereby inform you that Elitecon International Limited ("**Company**") has entered into an Exclusive Distribution Rights Agreement dated November 10, 2026, with Star Herb Pharma Company Limited, Thailand, granting the Company sole and exclusive rights to import, market, promote, distribute and sell certain products under the brands PRIKKA, Fiberr, Star Cafe' and Starella throughout India.

The details required pursuant to Regulation 30 read with the applicable SEBI Master Circular are enclosed herewith as **Annexure A**. Further, a Press Release issued by the Company in relation to the aforesaid agreement is enclosed herewith as **Annexure B**.

You are requested to kindly take the above information on record.

Thanking you,
Yours faithfully,
For Elitecon International Limited

PRADEEP KUMAR
Digitally signed by PRADEEP KUMAR
Date: 2026.11.11 08:34:08 +05'30'

Pradeep Kumar
Managing Director
DIN: 00209355

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ANNEXURE A

Details required under Regulation 30 read with Para B, Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Master Circular dated January 30, 2026

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

S. No.	Requirement / Disclosure Parameter	Details / Response
1.	Name(s) of parties with whom the agreement is entered	Star Herb Pharma Company Limited, a company incorporated under the laws of Thailand, having its registered office at 555/59 M.2, T. Don Kai Dee, A. Krathum Baen, Samut Sakhon, Thailand 74110.
2.	Area of agreement/JV;	Exclusive rights for import, marketing, promotion, distribution and sale of beverages and dietary supplements under the brands PRIKKA, Fiberr, Star Cafe' and Starella throughout India.
3.	Domestic/International	International.
4.	Share exchange ratio / JV ratio;	Not applicable, as the Agreement does not involve any share exchange, equity participation or formation of a joint venture.
5.	Scope of business operation of agreement / JV;	The Agreement grants the Company sole and exclusive rights to import, market, promote, distribute and sell products under the brands PRIKKA, Fiberr, Star Cafe' and Starella across all States and Union Territories of India through general trade, modern trade, e-commerce, quick-commerce, HoReCa, institutional and other distribution channels. The rights also extend to new products and variants introduced under the specified brands during the term of the Agreement.
6.	Details of consideration paid / received in agreement / JV;	No fixed consideration or committed purchase value has been specified under the Agreement. Commercial terms for the supply of products shall be mutually agreed between the parties through separate purchase orders. The trademark licence granted under the Agreement

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		is royalty-free.
7.	Significant terms and conditions of agreement / JV in brief;	The Agreement has been executed on November 10, 2026, for an initial term of one year, with provision for renewal by mutual written agreement for successive periods of three years each and preferential renewal rights in favour of the Company. The Company has been granted exclusive distribution rights throughout India, along with a royalty-free, exclusive licence to use the relevant trademarks in India. The Company may also appoint sub-distributors and other distribution partners in accordance with the terms of the Agreement.
8.	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";	Not applicable, as the Agreement does not involve acquisition of any entity or shares or formation of a joint venture.
9.	Size of the entity(ies);	Star Herb Pharma Company Limited is a company incorporated in Thailand, engaged in the manufacturing and export of beverages and dietary supplements.
10.	Rationale and benefit expected.	The arrangement is expected to strengthen and diversify the Company's FMCG portfolio by expanding its presence in packaged beverages, functional drinks and wellness products, while leveraging its existing import, marketing and distribution network in India.

FOR IMMEDIATE RELEASE

Elitecon International secures exclusive all-India rights for Thailand's Star Herb Pharma brands — PRIKKA, Fiberr, Star Cafe' and Starella — taking the Group into packaged beverages and wellness

Sole and exclusive right to import, market, distribute and sell across every State and Union Territory and every channel of trade, from kirana and modern trade to e-commerce, quick-commerce and HoReCa; new products under the brands added automatically; preferential right to renew

HIGHLIGHTS · EXCLUSIVE DISTRIBUTION RIGHTS AGREEMENT WITH STAR HERB PHARMA, THAILAND

- Exclusive Distribution Rights Agreement signed on **10 November 2026** with Star Herb Pharma Company Limited, Samut Sakhon, Thailand, a manufacturer and exporter of beverages and dietary supplements
- **Sole and exclusive rights for the whole of India** — all States and Union Territories — across general trade, modern trade, e-commerce, quick-commerce, HoReCa, institutional, duty-free and government channels
- **Four brands, seven product lines covered under the Agreement**: PRIKKA spicy coffee and caramel latte, Fiberr apple cider vinegar mix, Star Cafe' Thai tea, Taiwanese milk tea and matcha latte, and Starella active collagen; every new product, flavour or pack added during the term is automatically included
- Star Herb may not sell into India directly, through any other distributor or through any website or cross-border e-commerce platform; all Indian enquiries are referred to Elitecon within five business days
- Initial one-year term, renewable by mutual written agreement for successive periods of three years each, with a preferential right of renewal for Elitecon; royalty-free, exclusive licence to use the brands and trade marks in India

New Delhi, 11 November 2026 — Elitecon International Limited (BSE: 539533 | NSE: ELITECON), a diversified FMCG enterprise with businesses in edible oil and agro, international FMCG trade, and tobacco and allied products, today announced that it has signed an Exclusive Distribution Rights Agreement with Star Herb Pharma Company Limited of Samut Sakhon, Thailand. Under the agreement, effective 10 November 2026, Elitecon becomes the sole and exclusive importer, marketer and distributor in India of Star Herb's PRIKKA, Fiberr, Star Cafe' and Starella brands.

The agreement covers every State and Union Territory and every channel of trade, and extends automatically to any new product, variant, flavour or pack size introduced under the brands during its term. It takes Elitecon into packaged beverages and wellness products — instant coffees and lattes, Asian-style teas, an apple cider vinegar drink mix and a collagen supplement — and adds a Thai partner to an international network that already includes subsidiaries in the United Arab Emirates and Singapore and consumers in more than 50 countries.

What the rights cover

The rights are exclusive in the full sense. During the term Star Herb and its affiliates will not sell to anyone else in India, appoint any other distributor, importer, agent or franchisee, sell to buyers they know intend to resell into India, or ship to Indian customers through any website, marketplace or cross-border e-commerce platform. Every Indian enquiry or order Star Herb receives comes to Elitecon. Elitecon holds a royalty-free, exclusive licence to use the PRIKKA, Fiberr, Star Cafe' and Starella trade marks in India, will be recorded as authorised importer and licensee with the Indian Trade Marks Registry and Indian Customs, and may work through its group companies and appoint sub-distributors, super-stockists, stockists and retailers across the country.

What it means for Elitecon

The agreement gives Elitecon a ready-made portfolio in some of the most active categories in Indian packaged consumption — ready-to-mix coffee and tea, functional drinks and beauty-from-within supplements — without the cost of building brands or plants from scratch. Star Herb manufactures the products in Thailand to Indian requirements, including FSSAI and Legal Metrology labelling, supplies the export, health and quality documentation each consignment needs, and provides product artwork, photography, video and training free of charge. Elitecon brings what it already has: an import, warehousing and distribution network in India, an administrative and operating base at Nashik, and a multi-channel FMCG business that now spans edible oil and agro, international trade and tobacco and allied products.

What it means for Indian consumers and trade partners

For consumers, the agreement is intended to bring a range of Thai beverage and wellness products to India through a single, accountable importer, with Indian labelling and food-safety compliance built in. For the trade, it opens a new portfolio to distribute: Elitecon plans to take the brands to market through general and modern trade, online and quick-commerce platforms and hotels, restaurants and cafés, and to appoint sub-distributors, super-stockists and stockists to do so — work that will flow to warehousing, logistics, sales and retail partners across the country as the brands are rolled out.

A diversified FMCG Group, going global

Elitecon has grown from a single business into a diversified FMCG Group, with an edible-oil and agro platform at Kandla and Mathura, international trade through subsidiaries in the United Arab Emirates and Singapore, and manufacturing at Nashik. The Star Herb agreement adds a new kind of growth: an international brand partnership that brings products into India and puts them through the Group's own import, warehousing and distribution network.

Management commentary

> *"Star Herb's brands are a natural fit for the way India is now buying — coffee, tea and wellness products that are convenient, affordable and a little different. Exclusive, all-India rights across every channel give us the certainty to invest in building these brands*

> *properly, and they extend our FMCG business into a category where we see real room to grow."* said **Mr. Pradeep Kumar, Managing Director, Elitecon International Limited.**

About Elitecon International Limited

Elitecon International Limited (BSE: 539533 | NSE: ELITECON) is a diversified FMCG enterprise headquartered in New Delhi. Incorporated in 1987 as Kashiram Jain & Company Limited, the Company has expanded into edible oil and agro through its refining and processing platform at Kandla and Mathura, trades FMCG and electronics products across the Middle East, Africa and ASEAN through subsidiaries in the United Arab Emirates and Singapore, and manufactures cigarettes, sheesha, smoking mixtures and allied products at Nashik, Maharashtra. Elitecon's brands reach consumers in more than 50 countries, and its ecosystem supports over 2,000 livelihoods. For more information, visit www.eliteconinternational.com.

About Star Herb Pharma Company Limited

Star Herb Pharma Company Limited is incorporated in Thailand and based in Samut Sakhon. It manufactures and exports beverages and dietary supplements from its facilities in Thailand under brands including PRIKKA (Original Spicy Coffee and Spicy Caramel Latte), Fiberr (Apple Cider Vinegar Powder Mix), Star Cafe' (Thai Tea, Taiwanese Milk Tea and Matcha Latte) and Starella (Active Collagen).

For further information: Purva Jhanwar, Company Secretary & Compliance Officer · cs@eliteconinternational.com · +91 98717 61020

The Exclusive Distribution Rights Agreement has been disclosed under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. Commercial terms of supply are agreed between the parties separately through purchase orders and are not part of the Agreement. The Agreement does not provide for any minimum purchase commitment or guaranteed revenue. Statements regarding proposed product launches, distribution plans and future business opportunities reflect the Company's current expectations and are subject to applicable regulatory requirements, commercial arrangements and market conditions. Actual outcomes may differ materially.