Date: August 13, 2026

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

Scrip Code: **544243**

National Stock Exchange of India Limited,
Exchange Plaza, Plot No. C-1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051

Trading Symbol: **STYLEBAAZA**

Subject: Intimation of Press Release for the Financial Results for the Quarter ended June 30, 2026.

Dear Sir/Ma'am,

Pursuant to the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a Press Release titled "Baazar Style Retail Limited" for the Unaudited Standalone and Consolidated Financial Results for the Quarter ended June 30, 2026.

This is for your information and record.

For Baazar Style Retail Limited

Abinash Singh

Digitally signed by Abinash Singh
Date: 2026.08.13 19:16:40 +05'30'

Abinash Singh
Chief Compliance Officer,
Company Secretary and
Head - Legal & Compliance
M. No. – A35070

Encl: as above

Baazar Style Retail Limited
(Formerly known as Baazar Style Retail Pvt. Ltd.)

PS Srijan Tech Park, DN-52, 12th Floor, Sector-V, Salt Lake, North 24 Parganas, West Bengal 700091
t: (033) 61256125 e: info@stylebaazar.com www.stylebaazar.in
CIN No: L18109WB2013PLC194160

Strong Revenue growth of 29% YoY and PAT growth of 8% YoY in Q1FY27

Kolkata, August 13, 2026: The Company announced its financial results for the quarter ended June 30, 2026.

Consolidated Financial Highlights:

Key Performance Metrics (IND AS)	Q1FY27	Q1FY26	YoY %	Q4FY26	QoQ %	FY26
Revenue from Operations (Rs Mn)	**4,864**	3,775	29%	4,657	4%	18,409
EBITDA (Rs Mn)	**719**	578	24%	482	49%	2,641
EBITDA Margin %	***14.8%***	*15.3%*		*10.3%*		*14.3%*
Net Profit (Rs Mn)	**22**	21	8%	-256*	109%	469

*Exceptional loss of Rs 206 Mn recognised on full and final settlement of insurance claim

Q1FY27 Strong Business Momentum Continues:

- **Accelerated Store Network Expansion:** Sustained the pace of network expansion, with its store count increasing **19% YoY to 276 stores in Q1FY27.** The cluster-led expansion model continues to create a virtuous cycle of scale, enabling greater supply-chain efficiencies, sharper inventory management, stronger local brand visibility and more productive deployment of marketing and human capital.
- **Expanding Retail Footprint:** Expansion in store count was complemented by a meaningful increase in the Company's retail footprint. Total rental area expanded **22% YoY to 2.58 Mn sq. ft. in Q1FY27, while average store size increased to 9,347 sq. ft.**
- **Strengthening Private Label:** Emerging as a **powerful engine of growth** and differentiation. Revenue **rose 31% YoY to Rs 3,006 Mn** in Q1FY27. The performance underscores the increasing resonance of the Company's brands with consumers and the strength of its differentiated merchandise proposition.
- **Emerging Strength Across Focus States:** Continue to witness encouraging traction across its focus markets, with **revenue increasing 50% YoY to Rs 1,086 Mn** in Q1FY27. Consequently, the contribution of focus markets in revenue increased to **22%** from 19% in Q1FY26, reflecting the successful progression of the Company's strategy to build meaningful regional franchises beyond its core markets.

Growth Outlook for FY27:

Remains focused on delivering **25 % revenue growth in FY27 and a SSSG of 7-8 %**, supported by sustained store additions, increasing contribution from focus markets and continued momentum in its Private Label portfolio. The Company will remain committed to balancing the pace of expansion with **disciplined execution and prudent capital allocation to build a resilient and scalable retail franchise.**

Strategy to Scale Up:

- **Accelerating Scale Through Cluster-Led Expansion:** Store expansion will remain a key growth lever, with the Company's cluster-led approach enabling deeper market penetration, stronger local brand visibility and greater supply-chain efficiencies. With **276 stores across 198 cities and 10 states**, the Company is **on track with its FY27 store expansion plan of opening 50-70 new stores**, while selectively entering new markets.

- **Strengthening the Value-Fashion Proposition:** As a **value-fashion retailer**, the Company remains focused on offering customers **affordable, fashionable and aspirational products**, reinforcing its proposition of delivering compelling value across price points. Against a dynamic global operating environment, geopolitical uncertainties and volatile raw-material costs, the Company remains watchful of input-cost movements and continues to evaluate **sourcing diversification and selective cost-mitigation measures**. This disciplined approach is aimed at protecting the resilience of the business while preserving its core value proposition.

- **Building a Future-Ready Digital Backbone:** Successfully transformed to SAP S/4HANA Greenfield Implementation. The ongoing digital transformation spans **ERP, warehouse management, replenishment and analytics**, with **SAP ERP, Infor WMS, Goldratt replenishment systems and Domo analytics** being deployed. These initiatives are expected to improve supply-chain visibility, optimise inventory turns and enable sharper, data-led decision-making as the network scales.

- **Scaling a High-Margin Private Label Franchise:** Private Labels remain central to the Company's long-term growth and margin-accretion strategy, with their contribution rising from **61% of revenue in Q1FY26 to 62% in Q1FY27**. The Company aims to increase this contribution to approximately **75% over the next one to two years**, supported by sharper brand positioning, deeper customer engagement and stronger brand recall. As the portfolio scales, the Company sees scope for **calibrated price optimisation**, while retaining its core value-fashion proposition and strengthening sourcing control, customer loyalty and margin potential.

- **The Company continues to place significant strategic importance on its relationship with Cupid Limited,** whose investment in Baazar Style Retail Limited represents a strong vote of confidence in the Company's business model, growth prospects and long-term potential. The Company believes that the complementary strengths, capabilities and market reach of Baazar Style Retail Limited and Cupid Limited present meaningful opportunities for collaboration, business expansion and sustained value creation. Baazar Style Retail Limited remains firmly committed to strengthening this strategic relationship and working closely and constructively with Cupid Limited to unlock the full potential of the synergies between the two businesses. The Company believes that this association can play an important role in its future growth and prosperity and looks forward to fostering an enduring, mutually beneficial relationship focused on creating sustainable long-term value for the shareholders and stakeholders of both companies.

We remain confident in our ability to **sustain growth momentum and create enduring value** through operational excellence, strategic expansion and a relentless focus on delivering superior customer value.

About Baazar Style Retail Limited (CIN No. L18109WB2013PLC194160):

Baazar Style Retail Limited is a value fashion retailer established in 2013 and based in Kolkata. We are a one-stop shop catering to the requirements of the entire family by focusing on providing a family-oriented shopping experience, offering quality products and strive to offer every Indian stylish merchandise at an affordable price.

To know more, visit: www.stylebaazar.in

Disclaimer:

Statements in this press release describing the Company's performance may be "forward looking Statements" within the meaning of applicable securities laws and regulation. Actual results may differ materially from those directly or indirectly expressed, inferred, or implied. Important factors that could make a difference to the Company's operations include, among others, economic conditions affecting demand / supply and price conditions in the domestic markets in which the Company operates, changes in or due to the environment, Government regulations, laws, statutes, judicial pronouncements and / or other incidental factors.

For more information, please contact	
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Baazar Style Retail Limited	**Stellar IR Advisors Private Limited**