



RECODE STUDIOS LIMITED

(Formerly Known As Recode Studios Private Limited)

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CIN : L74999PB2021PLC053619

Date 10.09.2026

To

BSE Limited
Department of Corporate Services
25th Floor, PJ Towers, Dalal Street, Mumbai, 400001

SCRIP CODE: 544755

SYMBOL: RECODE

ISIN: INE2B6701015

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release regarding Entry of Recode Studios Limited into the Quick-Commerce Segment through Nykaa Now and Nykaa Superstore.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit a copy of the Press Release titled **“Recode Studios forays into quick-commerce space with Nykaa Now”**.

The Press Release highlights the Company's **entry into the quick-commerce segment through Nykaa's 60-minute delivery service, Nykaa Now**, making its beauty and personal care portfolio accessible to consumers across the top seven cities. The initiative forms part of the Company's broader omnichannel expansion strategy, aimed at enhancing product accessibility, faster fulfilment and digital reach. Further, **Recode Studios is also live on Nykaa Superstore, Nykaa's B2B platform**, which is expected to strengthen the Company's distribution reach across Tier 2 and Tier 3 cities.

You are requested to take the above-mentioned information on your records.

Thanking You,

For Recode Studios Limited

(Dheeraj Bansal)
Managing Director
DIN: 09205916



PRESS RELEASE

Recode Studios forays into quick-commerce space with Nykaa Now

Ludhiana, India | September 10, 2026: Recode Studios Limited has entered the quick-commerce segment through Nykaa's 60-minute delivery service Nykaa Now, making its beauty and personal care portfolio accessible to consumers across the top seven cities. The initiative marks an important step in Recode's omnichannel expansion, enabling faster product discovery, convenient fulfilment and wider digital reach.

Recode is one of the trending brands on Nykaa's existing platform, which has enabled the brand to expand its presence to Nykaa Now.

The initiative provides Recode with an additional high-frequency consumer touchpoint while leveraging Nykaa's established digital retail and fulfilment ecosystem. The quick-commerce channel is expected to support faster fulfilment, improved product discovery and greater convenience for consumers, particularly in urban markets where demand for rapid delivery continues to grow.

Importantly, Recode's foray into quick commerce does not require any additional spending or investment from the Company. The existing supply chain and fulfilment network established with Nykaa will also cater to the delivery requirements of Nykaa Now, enabling the Company to expand into quick commerce without incremental logistics or infrastructure investment.

Further, Recode Studios is also live on Nykaa Superstore, Nykaa's B2B platform. This presence is expected to help the Company deepen its reach across Tier 2 and Tier 3 cities by connecting with regional retailers and expanding product availability beyond large urban markets. The platform provides Recode with an additional distribution channel to strengthen its offline retail presence while leveraging Nykaa's established B2B network.

Management Commentary

Commenting on the company's Development, Dheeraj Bansal, Chairman & Managing Director, said:

*"Our focus is to build a wider and more diversified omnichannel distribution network while remaining disciplined on capital deployment and spending. **From an established base of omnichannel sales network in FY26, we are expanding our consumer touchpoints across B2B distribution, modern trade, premium kiosks and quick commerce.***

Our presence on platforms such as Nykaa, Nykaa Superstore and Nykaa Now allows us to leverage established digital, fulfilment and distribution infrastructure without requiring incremental investment in logistics for the quick-commerce channel. At the same time, partnerships with modern trade formats such as NewU and the rollout of premium kiosks are expected to strengthen our physical presence.

*This expansion is aimed at improving product accessibility across metro as well as Tier 2 and Tier 3 markets, increasing consumer touchpoints and strengthening brand visibility. **Supported by this broader distribution network, management is targeting revenue growth of around 50% as it scales the business across FY27 and beyond.***

Our strategy remains focused on achieving this growth through disciplined execution, wider market access and a capital-efficient omnichannel model."

About Recode Studios Limited

Recode Studios Limited is a fast-growing Indian beauty and personal care brand offering a diverse portfolio of over 350 SKUs across cosmetics, skincare and personal care categories. The Company follows an asset-light business model, focusing on product innovation, branding, marketing and distribution while leveraging third-party manufacturing capabilities. Recode has established a strong omnichannel presence through its retail network, e-commerce platforms and distribution channels, serving customers across India. With a growing brand footprint, expanding retail presence and focus on affordable premium products, the Company is well positioned to capitalize on the growing opportunities in India's beauty and personal care market.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Investor Relations



RECODE STUDIOS LIMITED

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