Date: 07rd August, 2026

To,
BSE Limited
Corporate Services Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai, 400001

Scrip Code: 544735
ISIN No.: INE1TFS01019

Dear Sir/Madam,

Subject: **Intimation of Extra-Ordinary General Meeting to be held on 03rd September, 2026**

Ref. **NOVUS LOYALTY LIMITED ("Company")**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Extra-ordinary General Meeting ("EGM") of the Members of Novus Loyalty Limited ("the Company") will be held on Thursday, 3rd of September, 2026 at 04:00 PM at 727 Udyog Vihar Phase-V, Gurugram, Haryana-122016, India, to transact the businesses as set out in the EGM Notice.
In compliance with the relevant provisions of the Companies Act, 2013 and SEBI Listing Regulations, the Notice of the EGM dated 06th August, 2026 is being sent through electronic mode to all the members whose email addresses are registered with the Depositories.

A copy of the EGM Notice is enclosed herewith for your information and record.

The same is also being made available on the website of the Company.

This is for your reference and records.

Thanking You.

Yours Sincerely,

For Novus Loyalty Limited
(Formerly known as Novus Loyalty Private Limited)

Aditi Pardal Digitally signed by Aditi Pardal Date: 2026.08.07 11:54:15 +05'30'

Name: Aditi Pardal
Designation: Company Secretary & Compliance Officer
Mem. No.: 33216

Encl: a/a

NOTICE CONVENING EXTRAORDINARY GENERAL MEETING

To
Members,
Novus Loyalty Limited
(Formerly known as Novus Loyalty Private Limited)

Notice is hereby given that the Extra-Ordinary General Meeting of members of **NOVUS LOYALTY LIMITED (the 'Company') (Formerly known as Novus Loyalty Private Limited)** will be held on Thursday 3rd September 2026, at the registered office of the Company situated at 727 Udyog Vihar Phase V, Gurgaon, Haryana, India, 122016 at 4:00 P.M. **,** to transact the following business as special business:

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

ITEM No.: 1- APPROVAL OF INCREASE IN AUTHORISED SHARE CAPITAL OF THE COMPANY AND CONSEQUENTIAL ALTERATION OF THE CAPITAL CLAUSE OF THE MEMORANDUM OF ASSOCIATION

"RESOLVED THAT pursuant to the provisions of Sections 13, 61, 64 and other applicable provisions, if any, of the Companies Act, 2013, read with the rules made thereunder (including any statutory amendment, modification or re-enactment to the Act or the Guidelines, for the time being in force), the Articles of Association of the Company and subject to provisions of other approvals, permissions, sanctions, conditions and modifications as may be prescribed, the consent of members of the Company be and is hereby accorded to approve to increase the Authorized Share Capital of the Company from **Rs. 18 Crores divided** into **1.80 Crores Equity Shares** of **Rs. 10** each to **Rs. 21 Crores** divided into **2.1 Crores Equity Shares** of **Rs. 10** each, by the creation of **30 Lacs additional Equity Shares** of **Rs. 10** each, ranking pari passu in all respects with the existing equity shares of the Company.

RESOLVED FURTHER THAT due to above alteration in Authorised Share Capital of the Company, Clause V (Capital Clause) of the Memorandum of Association of the Company be altered to reflect the revised Authorized Share Capital of the Company.

ITEM No.: 2- TO APPROVE NOVUS LOYALTY EMPLOYMENT STOCK OPTION PLAN 2026 ("ESOP 2026")

"**RESOLVED THAT** in accordance with the provisions of Section 62 and other applicable provisions of the Companies Act, 2013 read with rules made thereunder (including any statutory amendment, modification or re-enactment to the Act or the Guidelines, for the time being in force), the provisions of the articles of association of the Company and subject to provisions of other approvals, permissions, sanctions, conditions and modifications as may be prescribed or imposed while granting such approvals, permissions and sanctions, consent of members of the Company be and is hereby accorded to approve the **Novus Loyalty Employment Stock Option Plan 2026 ("ESOP 2026")** and to create, offer, issue and allot in one or more tranches under the said "ESOP 2026", at any time to or for the benefit of employees and directors (excluding Independent Director) of the Company, such number of stock options which could give rise to the issue of equity shares (hereinafter collectively referred to as "Securities") of the Company, not exceeding 15,00,000 in aggregate, at such price and on such terms and conditions as may be fixed or determined by the Board of Directors and other applicable provisions of any law as may be prevailing at that time.

RESOLVED FURTHER THAT the new Equity Shares to be issued and allotted by the Company in lieu of the vested options in the manner provided in ESOP 2026 shall rank pari passu in all respects with the then existing equity shares of the Company.

ITEM No.: 3- APPROVAL OF ESTABLISHMENT OF A WHOLLY OWNED SUBSIDIARY IN DUBAI (United Arab Emirates)

"**RESOLVED THAT** pursuant to the provisions of the Companies Act, 2013 and other applicable laws, rules and regulations, including the applicable provisions of the Foreign Exchange Management Act, 1999, the rules and regulations made thereunder, and subject to such approvals, permissions and sanctions as may be required from the Reserve Bank of India or any other statutory or regulatory authority, consent of members of the Company be and is hereby accorded to approve for the establishment of a wholly owned subsidiary of the Company in Dubai, for carrying on such business activities as may be approved by the competent authorities and as may be considered beneficial to the Company.

RESOLVED FURTHER THAT the Board (including any Committee thereof) shall be authorised to determine the final jurisdiction of incorporation, approve the constitutional documents of the wholly owned Subsidiary, decide the capital structure, make investments in one or more tranches, appoint directors and authorised representatives, execute all agreements, applications and documents, obtain approvals from regulatory authorities in India and overseas, open bank accounts, and undertake all such acts, deeds, matters and things as may be necessary, desirable or expedient for giving effect to the proposed incorporation and investment.

RESOLVED FURTHER THAT for the purpose of giving effect to the aforementioned resolutions, Company Secretary of the Company be and are hereby authorized to do all such acts, deeds, matters and things and to take all such steps and do all such things and give all such directions as may be necessary or expedient including filing of necessary documents, intimations including e-forms with regulatory authorities in accordance with applicable laws and to take all steps which are incidental and ancillary including inter-alia to address queries which may arise and/or settle any questions, difficulties or doubts that may arise regarding aforementioned Resolutions.

For NOVUS LOYALTY LIMITED
(Formerly known as Novus Loyalty Private Limited)

Aditi Pardal Digitally signed by Aditi Pardal Date: 2026.08.06 16:51:20 +05'30'

ADITI PARDAL
(Company Secretary & Compliance Officer)
Mem. No.: 33216

Date: 06-08-2026
Place: Gurugram

NOTES:

1. Explanatory statement pursuant to Section 102 of the Companies Act, 2013 is annexed hereto as **Annexure 1.**

2. Entry to the place of meeting will be regulated by an **Attendance Slip** which is annexed hereto as **Annexure 2** to the Notice. Members/Proxies attending the meeting are kindly requested to complete the enclosed Attendance Slip and affix their signature at the place provided thereon and hand it over at the entrance.

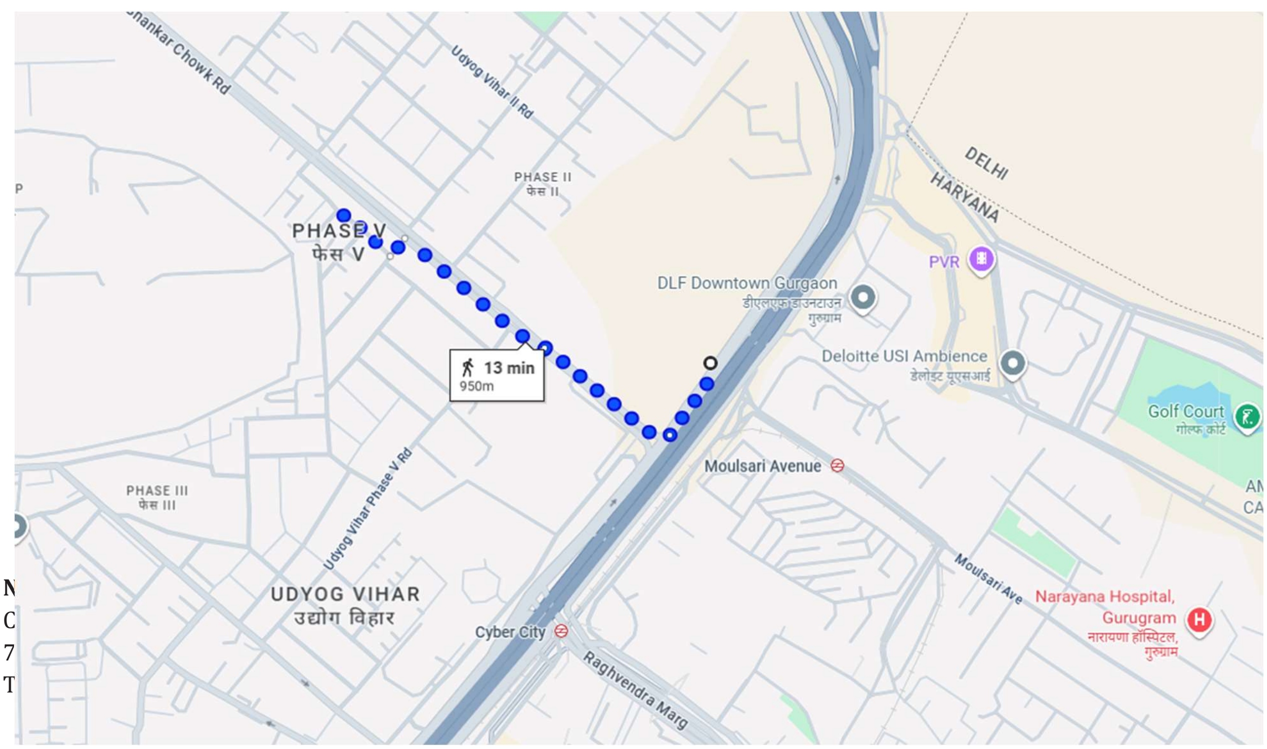
3. A member entitled to attend and vote at the meeting is entitled to appoint a proxy, who need not be a member of the Company, to attend and vote instead of himself. Proxies in order to be effective must be lodged with the Company at least 48 hours before the meeting. The **Proxy Form** is annexed hereto as **Annexure 3.**

4. In case of corporate shareholders proposing to participate at the meeting through their representative, necessary authorization under Section 113 of the Act for such representation may please be forwarded to the Company.

5. The documents related to matters set out in the notice shall be open for inspection at the registered office of the Company during normal business hours (9.00 am to 5.00 pm) on all working days up to and including the date of Extra-Ordinary General meeting of the Company.

6. Route map and landmark details for the venue of general meeting are as below:

Near Shankar Chowk Bus Station



ANNEXURE – 1
EXPLANATORY STATEMENT AS PER THE PROVISIONS OF SECTION 102 OF THE COMPANIES ACT, 2013

ITEM NO: 1- Increase in Authorised Share Capital of the Company and consequential Alteration of the Capital Clause of the Memorandum of Association

In view of the proposed business expansion and to provide the Company with adequate financial flexibility for raising additional capital, issuing further equity shares, or undertaking other corporate actions as may be considered necessary from time to time, it is proposed to increase the Authorised Share Capital of the Company.

Accordingly, the Board of Directors, at its meeting held on Monday, 03rd August, 2026 approved, subject to the approval of the members, the increase in the Authorised Share Capital of the Company from Rs. 18 Crores divided into 1.80 Crores Equity Shares of Rs. 10 each to Rs. 21 Crores divided into 2.1 Crores Equity Shares of Rs. 10 each, by the creation of 30 Lacs additional Equity Shares of Rs. 10 each, ranking pari passu in all respects with the existing equity shares of the Company.

Consequent upon the proposed increase in the Authorised Share Capital, Clause V of the Memorandum of Association of the Company relating to the share capital will also require suitable alteration to reflect the revised Authorised Share Capital.

The proposed increase in the Authorised Share Capital and the consequent alteration of the Memorandum of Association require the approval of the members of the Company by way of an Ordinary Resolution pursuant to the applicable provisions of the Companies Act, 2013, including Sections 13, 61, 64 and other applicable provisions, if any, read with the rules made thereunder.

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

ITEM No.:2 NOVUS LOYALTY EMPLOYMENT STOCK OPTION PLAN 2026 ("ESOP 2026")

Equity based compensation is an integral part of employee compensation across sectors which enables alignment of personal goals of the employees with organizational objectives by participating in the ownership of the Company through share-based compensation scheme/plan. The Company has proposed approval of NOVUS LOYALTY EMPLOYMENT STOCK OPTION PLAN 2026 ("ESOP 2026") as per the NOVUS "ESOP 2026" Scheme.

The objectives of this Scheme are to attract, reward and retain talented and key eligible Employees of the Company and align them with the Company's objectives. The Company views Stock Options as instruments that would enable the Employees to be co-owners and get a share in the value they would create in the Company and contribute to the Company goals in the years to come, thereby increasing the shareholders' value.

This Scheme shall be administered in compliance with the applicable provisions of the Companies Act, 2013, the Companies (Share Capital and Debentures) Rules, 2014, Income Tax Act, 1961, and, if applicable, the Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021. The Company shall ensure all filings, disclosures, and processes are undertaken as per Applicable Laws.

The Company is authorized to issue 15,00,000 Employee Stock Options to the Employees under this Scheme, exercisable into not more than 15,00,000 fully paid-up Equity Shares in the Company of a face value of ₹10 each, with each such Option conferring a right upon the Employee to apply for one Equity Share of the Company, in accordance with the terms and conditions of such issue and subject to the provisions of this Scheme.

Directors / Key Managerial Personnel of the Company are interested to the extent of their shareholding, in the above resolution set out at Item No. 2 of the Notice.

ITEM No.: 3 ESTABLISHMENT OF A WHOLLY OWNED SUBSIDIARY IN DUBAI

The Company has been pursuing strategic initiatives to expand its business operations beyond India and to strengthen its presence in international markets. In furtherance of this objective, the Board of Directors has considered the proposal to incorporate a wholly owned subsidiary ("WOS") in Dubai to serve as the Company's overseas business platform.

The establishment of the Subsidiary is expected to provide the Company with several strategic advantages, including:

1) Strengthening its international market presence;
2) Improving access to global customers and business opportunities;
3) Enhancing operational efficiency and competitiveness;
4) Facilitating overseas investments, collaborations; and
5) Supporting the Company's long-term growth and value creation objectives.

Accordingly, the Board of Directors, at its meeting held on Monday, 03rd August 2026, has approved, subject to the approval of the members and such regulatory approvals as may be required, the incorporation of the Wholly owned Subsidiary in Dubai.

The proposed investment shall be made in accordance with the applicable provisions of the Companies Act, 2013, including Sections 179, 186 and other applicable provisions, if any, read with the rules made thereunder, the Foreign Exchange Management Act, 1999, the

Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, and such other applicable statutory provisions, rules, regulations, circulars and guidelines as may be in force from time to time.

The proposed investment is expected to contribute to the Company's long-term strategic objectives by creating a dedicated international operating platform, diversifying revenue opportunities, strengthening global customer relationships, and enhancing shareholder value.

The above proposal is in the interest of the Company and its Shareholders and the directors recommend the resolution to be passed as special resolution by the members.

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

For NOVUS LOYALTY LIMITED
(Previously known as Novus Loyalty Private Limited)

Aditi Pardal

Digitally signed by Aditi Pardal
Date: 2026.08.06 16:51:42 +05'30'

ADITI PARDAL
(Company Secretary & Compliance Officer)
Mem. No.: 33216

Date: 06-08-2026
Place: Gurugram

THE INSTRUCTIONS OF SHAREHOLDERS FOR REMOTE E-VOTING:

1. Members holding shares in dematerialized mode are requested to register/update their KYC details including email address with the relevant Depository Participants. Members holding shares in physical form are requested to register/ update their KYC details including email address by submitting duly filled and signed Form ISR-1 at einward.ris@kfintech.com along with the copy of the share certificate (front and back), self-attested copy of the PAN card and such other documents as prescribed in the Form. Form ISR-1 is available on the website of the Company at www.novus-loyalty.com and on the website of KFin at https://ris.kfintech.com/clientservices/isc/isrforms.aspx .

2. In compliance with the provisions of Sections 110 and 108 of the Act read with the Management Rules, SS-2 and Regulation 44 of the SEBI Listing Regulations, as amended, the Company is providing facility to the Members to exercise votes through electronic voting system ("e-voting") on the e-voting platform provided by KFin to enable them to cast their votes electronically.

3. The details of the process and manner for e-voting are explained hereinbelow:

I. Login method for e-voting for Individual shareholders holding securities in demat mode.

Pursuant to SEBI circular - SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 9 December 2020 on "e-voting facility provided by Listed Companies", e-voting process has been enabled for all the individual demat account holders, by way of single login credential, through their demat accounts/website of Depository(ies)/Depository Participants ("DPs") in order to increase the efficiency of the voting process. Individual demat account holders would be able to cast their vote without having to register again with the e-voting service provider (ESP) thereby not only facilitating seamless authentication but also ease and convenience of participating in e-voting process.

Shareholders are advised to update their mobile number and e-mail ID with their DPs in order to access e-voting facility.

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

<table>
<tr><th>Type of shareholders</th><th>Login method</th></tr>
<tr><td rowspan="3">Individual shareholders holding securities in demat mode with NSDL</td><td>A. Users registered for NSDL IDeAS facility:

1. Open web browser and type the following URL: https://eservices.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the "Beneficial Owner" icon under "Login" which is available under "IDeAS" section.

2. A new screen will open. Enter your User ID and Password. After successful authentication, you will be able to see e-voting services. Click on "Access to e-voting" under e-voting services and you will be able to see e-voting page.

3. Click on options available against Company name or e-voting service provider
- KFintech and you will be re-directed to e-voting service provider website for casting your vote during the e-voting period.</td></tr>
<tr><td>B. Users 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 and proceed with completing the required fields. After successful registration, please follow the steps given above to cast your vote.</td></tr>
<tr><td>C. By visiting the e-voting website of NSDL:

1. Visit the e-voting website of NSDL. Open web browser and type 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 "Login" icon, available under the 'Shareholder/Member' section.

2. A new screen will open. Enter your User ID (i.e., your 16-digit demat account number held 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.

3. Click on options available against Company name or e-voting service provider
- KFintech and you will be re-directed to e-voting service provider website for casting your vote during the e-voting period.</td></tr>
</table>

	D. NSDL Speede Shareholders/Members can also download NSDL Mobile App "NSDL Speede"facility by scanning the QR code mentioned below for seamless voting experience. **NSDL Mobile App is available on** App Store Google Play

Individual Shareholders holding securities in demat mode with CDSL	**A. Existing users who have opted for Easi/Easiest:** 1. Open web browser and type: www.cdslindia.com and click on login icon and select New System Myeasi 2. Shareholders can login through their existing user ID and password. Option will be made available to reach e-voting page without any further authentication. 3. After successful login on Easi/Easiest, the user will also be able to see the-voting Menu. The menu will have links of ESPs. Click on **KFintech** to cast your vote.
	B. Users who have not opted for Easi/Easiest: Option to register for Easi/Easiest is available at www.cdslindia.com Proceed with completing the required fields. After successful registration, please follow the steps given above to cast your vote.
	C. By visiting the e-voting website of CDSL: 1. The user can directly access e-voting page by providing Demat Account Number and PAN No. from a link in www.cdslindia.com. The system will authenticate the user by sending OTP on registered Mobile & e-mail ID as recorded in the demat Account. 2. After successful authentication, user will be able to see the e-voting option where the e-voting is in progress and will also be able to directly access the system of e-Voting Service Provider, i.e., **KFintech**.

Individual Shareholders (holding securities in dematmode) logging through their depository participant(s)	1. Shareholders can also login using the login credentials of their demat account through their Depository Participant registered with NSDL/CDSL for e-voting facility. Once logged-in, you will be able to see e-voting option. 2. Once you click on e-voting option, you will be redirected to NSDL/CDSL website after successful authentication, wherein you can see e-voting feature. 3. Click on option available against Company name or e-voting service provider- **KFintech** and you will be redirected to e-voting service provider website for casting your vote during the remote e-voting period.

Important Note: Members who are unable to retrieve User ID/Password are advised to use Forget User ID andForget Password option available at respective websites.

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

Members facing any technical issue - NSDL	Members facing any technical issue – CDSL
Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call on toll free no.: 022 - 4886 7000 and 022 - 2499 7000	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact on 1800 22 55 33

II. Login method for e-voting for shareholders other than individual shareholders holding securities in demat mode and shareholders holding securities in physical mode

1. Initial password is provided in the body of the e-mail.
2. Launch internet browser and type the URL: https://evoting.kfintech.com in the address bar.
3. Enter the login credentials i.e., User ID and password mentioned in your e-mail. Your Folio No./DP ID Client ID will be your User ID. However, if you are already registered with KFin for e-voting, you can use your existing User ID and password for casting your votes.
4. After entering the details, click on LOGIN.
5. You will reach the password change menu wherein; you are required to mandatorily change your password. The new password shall comprise of minimum 8 characters with at least one upper case (A-Z), one lower case (a-z), one numeric value (0-9) and a special character (@, #, $, etc.). It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.
6. You need to login again with the new credentials.
7. On successful login, the system will prompt you to select the EVENT.
8. On the voting page, the number of shares (which represents the number of votes) held by you as on the cut-off date will appear. If you desire to cast all the votes assenting/dissenting to the resolution, enter all shares and click 'FOR'/ 'AGAINST' as the case may be or partially in 'FOR' and partially in 'AGAINST', but the total number in 'FOR' and/or 'AGAINST' taken together should not exceed your total shareholding as on the cut- off date. You may also choose the option 'ABSTAIN', in which case, the shares held will not be counted under either head.
9. Members holding multiple folios/demat accounts may choose to vote separately for each folio/demat account.
10. Cast your votes by selecting an appropriate option and click on 'SUBMIT'. A confirmation box will be displayed. Click 'OK' to confirm, else 'CANCEL' to modify. Once you confirm, you will not be allowed to modify your vote subsequently. During the voting period, you can login multiple times till you have confirmed that you have voted on all the resolutions.
11. Corporate/institutional Members (i.e., other than individuals, HUF, NRI, etc.) are required to send scanned image (PDF/JPG format) of certified true copy of relevant board resolution/authority letter etc. together with attested specimen signature of the duly authorized signatory(ies) who is/are authorized to vote, to the Scrutinizer and may also upload the same in the e-voting module in their login. The scanned image of the above documents should be in the naming format 'BFL_EVENT No.'

In case of any queries/grievances, you may refer the Frequently Asked Questions (FAQs) for Members and e-voting User Manual available at the 'download' section of https://evoting.kfintech.com or call KFin on 1-800-309-4001 (toll free).

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. CDSL and NSDL

Login type	**Helpdesk details**
Individual Shareholders holding securities in Demat mode with **CDSL**	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free no. 1800 21 09911
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.co.in or call at : 022 - 4886 7000 and 022 - 2499 7000

(i) **Additional Facility for Non – Individual Shareholders and Custodians –For Remote Voting only.**

- Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodians are required to log on to www.evotingindia.com and register themselves in the “Corporates” module.
- A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.
- After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
- The list of accounts linked in the login will be mapped automatically & can be delink in case of any wrong mapping.

- It is Mandatory that, a scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.
- Alternatively Non Individual shareholders are required mandatory to send the relevant Board Resolution/ Authority letter etc. together with attested specimen signature of the duly authorized signatory who are authorized to vote, to the Scrutinizer and to the Company at the email address viz; communication@novus-loyalty.com, if they have voted from individual tab & not uploaded same in the CDSL e-voting system for the scrutinizer to verify the same.

PROCESS FOR THOSE SHAREHOLDERS WHOSE EMAIL/MOBILE NO. ARE NOT REGISTERED WITH THE COMPANY/DEPOSITORIES.

1. For Physical shareholders- please provide necessary details like 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 **Company.**

2. For Demat shareholders -, Please update your email id & mobile no. with your respective Depository Participant (DP)

3. For Individual Demat shareholders – Please update your email id & mobile no. with your respective Depository Participant (DP) which is mandatory while e-Voting & joining virtual meetings through Depository.

Online Application for Investor Query, Service Request & Grievance

Members are hereby notified that our RTA , KFin Technologies Limited (Formerly known as KFin Technologies Private Limited), basis the SEBI Circular (SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2023/72) dated Jun 08, 2023, have launched an online application which can be accessed at https://ris.kfintech.com > Investor Services > Investor Support.
Members are requested to register / sign up, using the Name, PAN, Mobile and email ID. Post registration, user can login via OTP and execute activities like, raising Service Request, Query, Complaints, check for status, KYC details, Dividend , Interest , Redemptions, e-Meeting and e-Voting details.

Quick link to access the signup page: https://kprism.kfintech.com/signup

Senior Citizens - Investor Support

As part of the initiative, our RTA, in order to enhance investor experience for Senior Citizens, a Senior Citizens investor cell has been newly formed to assist exclusively the Senior Citizens in redressing their grievances, complaints and queries. The special cell closely monitors the complaints coming from Senior Citizens through this channel and handholds them at every stage of the service request till closure of the grievance.

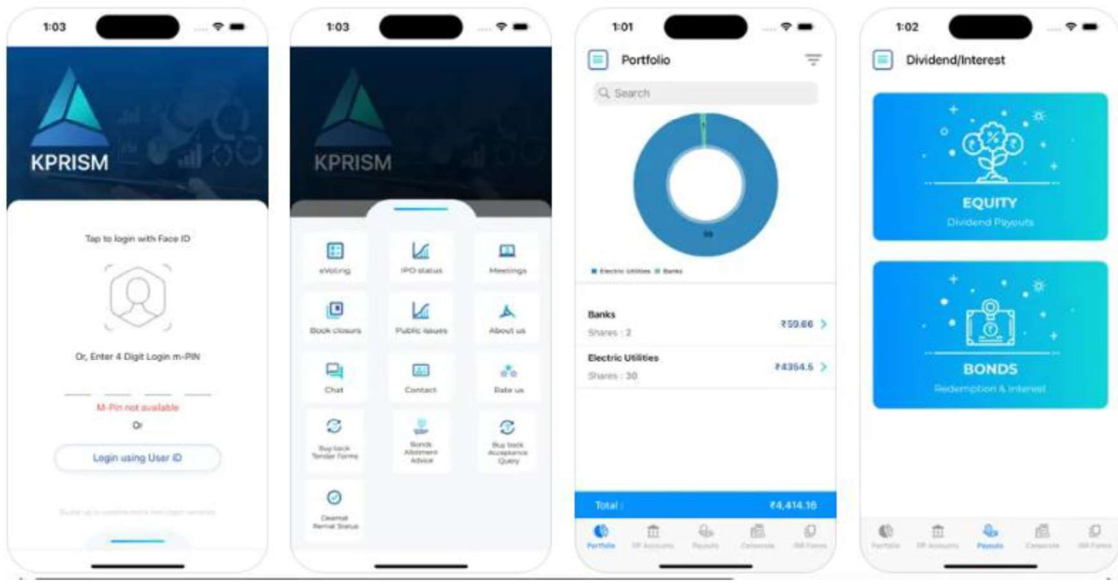
Senior Citizens wishing to avail this service can send the communication with the below details to the email id, senior.citizen@kfintech.com . Senior Citizens (above 60 years of age) must provide the following details:

1. ID proof showing Date of Birth
2. Folio Number
3. Company Name
4. Nature of Grievance

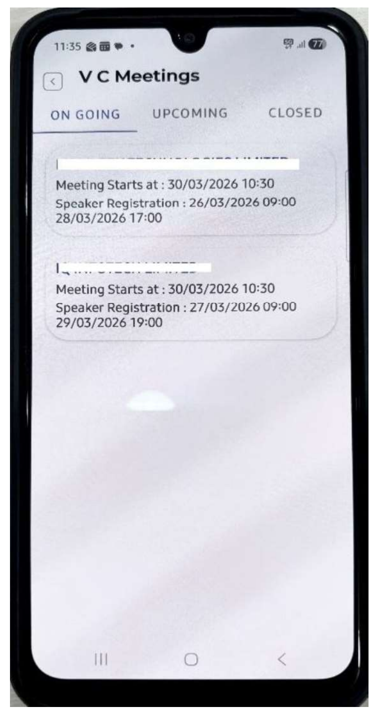
A dedicated Toll-free number for Senior Citizens can also be accessed at 1-800-309-4006 for any queries or information

KPRISM Mobile App (Android & iOS)

Mobile applications for all users to review their portfolio being managed by KFINTECH is available in Play store and App Store. Users are requested to download the application and register with the PAN number. Post verification, user can use functionalities like – Check portfolio / holding, check IPO status / Demat / Remat , Track general meeting schedules, download ISR forms, view the live streaming of EGM and contact the RTA with service request, grievance, and query.



Write up on attending EGM via KPRISM Mobile Application:



Continuous innovation is a hallmark of KFIN Technologies Limited. As a responsible partner committed to enhancing user experience, the company has introduced a new feature that allows shareholders to attend the Extraordinary General Meeting (EGM) through the KPRISM mobile application.

Registered users can log in to the KPRISM app and access the live streaming of the EGM hosted on th NTECH platform. After logging in, simply tap the three-line menu icon at the top left corner and scroll to **Live Streaming**.

By clicking on the **Live Streaming** option, users will be directed to the event selection page. Shareholders listed on the record date can then choose the company whose EGM they wish to join and participate seamlessly in the proceedings

QR Codes:

https://ris.kfintech.com/

KFintech | e-Meetings

https://karisma.kfintech.com/

https://www.kfintech.com/

https://kprism.kfintech.com/

https://evoting.kfintech.com/

ANNEXURE 2

ATTENDANCE SLIP

(Please complete this attendance slip and hand it over at the entrance of the venue)

I hereby record my presence at the Extra-Ordinary General Meeting of **Novus Loyalty Limited to be** held on Thursday 03rd September 2026, at the registered office of the Company situated at 727, Udyog Vihar, Phase-V, Gurugram, Haryana 122016, India.

Full Name of the ~~Shareholder~~/ Authorized representative	_________________________ [As a representative of Mr/Mrs/M/s……………………
Folio No.	
No. of equity shares held	
Name of Proxy (if any)	

____

Signature of the Shareholder/Proxy/ Corporate Representative*

* *Strike out whichever is not applicable*

ANNEXURE –3
FORM OF APPOINTMENT OF PROXY
(Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014)

CIN	:	U72900HR2011PLC127344
Name of the Company	:	NOVUS LOYALTY LIMITED
Registered Office	:	727, Udyog Vihar, Phase-V, Gurugram, Haryana 122016
Name of the Member	:	
Registered Address	:	
E-mail id	:	
Folio No/Client id	:	
DP ID	:	

I/We, being the member (s) of Equity shares of the abovenamed company, hereby appoint

1. Name:
   Address:
   E-mail id:
   Signature:………….. or failing him
2. Name:
   Address:
   E-mail id:
   Signature:………….. or failing him
3. Name:
   Address:
   E-mail id:
   Signature:………….. or failing him

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the Extra-ordinary General Meeting of the Company, to be held on Thursday 03rd September 2026 at 4:00 P.M., at 727, Udyog Vihar, Phase-V, Gurugram, Haryana 122016 and at any adjourned thereof in respect of such resolutions as are indicated below:

Resolution No.
1.
2.
3.

Affix Revenue Stamp

Signed this …………….. day of …….2026

Signature of shareholder **Signature of Proxy holder(s)**

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours the commencement of the Meeting.