



RECODE STUDIOS LIMITED

(Formerly Known As Recode Studios Private Limited)

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CIN : L74999PB2021PLC053619

Date 13.08.2026

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 on Opening of First Modern Trade Store and Plans to Open 15–20 Additional Stores with the Same Retail Chain in FY27.

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 opens its first Modern Trade store; Targets 15–20 Additional Stores with same retail chain in FY27”**.

The Press Release highlights the opening of the Company's **first NewU store at The Opulent Mall, Ghaziabad**, and its plans to open approximately **15–20 additional NewU stores over the next 12 months**, strengthening its presence in organised beauty and personal care retail.

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 opens its first Modern Trade store; Targets 15–20 Additional Stores with same retail chain in FY27

Ludhiana, India | 13 August 2026: Recode Studios Limited has announced the opening of its first NewU store at The Opulent Mall, Ghaziabad, marking an important milestone in the Company's retail expansion journey and its association with NewU, the beauty and personal care retail chain operated by H&B Stores Limited, a wholly owned subsidiary of Dabur India Limited.



A STRATEGIC STEP TOWARDS RETAIL EXPANSION

The opening of the Ghaziabad store marks the beginning of a broader retail expansion strategy. Building on the first store, the Company is targeting the opening of approximately **15–20 additional NewU stores over the next 12 months** across high-potential markets.

Modern Trade is a preferred retail channel for premium and luxury beauty products, offering enhanced brand visibility and a superior customer experience. The planned expansion will further strengthen the Company's presence in organised beauty retail while enabling it to reach a larger customer base through strategically located stores.

Management Commentary

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

*"The opening of our first NewU store at The Opulent Mall, Ghaziabad marks an important milestone in our retail journey. Our association with NewU and the Dabur ecosystem provides us with an opportunity to participate in the rapidly evolving organised beauty and personal care retail market. We see this store as the beginning of a much larger expansion journey, **and we are targeting 15–20 additional NewU stores over the next 12 months.**"*

LOOKING AHEAD

With the first store now operational, the Company intends to focus on scaling its modern trade network, enabling it to expand its luxury product portfolio, enhance margins and drive higher average order values.

The Company believes that its planned network expansion, together with the established NewU retail format, can create a strong foundation for long-term growth in the beauty and personal care retail segment."

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.

Investor Relations

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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.