



## RECODE STUDIOS LIMITED

(Formerly Known As Recode Studios Private Limited)

#R-89, Phase-V, Focal Point, Ludhiana, Punjab 141010, India

Toll Free : 1800 419 4959

E-mail : support@recodestudios.com

Visit us at : www.recodestudios.com

CIN : U74999PB2021PLC053619

**Date: 10.06.2026**

**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 Strategic Expansion through Kiosk Format**

**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 Announces Strategic Expansion through Kiosk Format; Plans to Open 6–8 New Kiosks.”**

The Press Release highlights the Company's strategic initiative to expand its retail presence through a kiosk-led growth model, aimed at strengthening market reach and enhancing customer accessibility.

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 Announces Strategic Expansion Through Kiosk Format; Plans to Open 6-8 New Kiosks

Ludhiana, Punjab | June 10, 2026 Recode Studios, one of India's fast-growing fashion and lifestyle brands, has announced the expansion of its retail footprint through a kiosk-led growth strategy. As part of this initiative, the company has already launched two kiosks in Delhi during June 2026, receiving encouraging customer response and validating the potential of the format.



Omaxe Cannaught Place, Greater Noida



Omaxe Chowk, Chandni Chowk, Delhi

Building on this momentum, Recode Studios plans to open 6–8 additional kiosks across strategic high-footfall locations as an extension of its existing retail network.

The company intends to leverage its existing Franchise-Owned Franchise-Operated (FOFO) partner network to support the rollout. Local franchise partners will manage the kiosks in their respective markets, helping strengthen execution, improve working capital efficiency, streamline supply chain operations, and enhance local market ownership.

The kiosk model aligns with Recode Studios' strategy of pursuing asset-light expansion, enabling faster market penetration without significantly increasing operating complexity. The format also allows the company to strengthen brand visibility in premium retail destinations while maintaining operational efficiency.

## Management Commentary

**Commenting on the expansion Dheeraj Bansal, Chairman & Managing Director of Recode Studios said:**

*We plan to open around 6–8 kiosks as a strategic extension of our retail network.*

*Kiosks offer us higher throughput at a lower operating cost, while still giving the brand strong visibility and access to high-footfall locations such as malls.*

*We have already opened two kiosks, and the initial response has been encouraging.*

*To ensure efficient execution, we will leverage our existing FOF0 partner network. Our local FOF0 partners in respective locations will also manage these kiosks, enabling better working capital discipline, smoother supply chain operations, and stronger local ownership.*

*Overall, this format allows Recode Studios to expand faster, remain asset-light, and improve customer reach without significantly increasing operating complexity.*

## 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



### RECODE STUDIOS LIMITED

**EMAIL**

[info@recodestudios.com](mailto:info@recodestudios.com)

**WEB**

[shop.recodestudios.com](http://shop.recodestudios.com)



### MOONWALK CAPITAL IR TEAM

**PHONE**

+91 70146 18970

**EMAIL**

[investorrelations@moonwalkcapitaladvisors.com](mailto:investorrelations@moonwalkcapitaladvisors.com)

## 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.