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Dated: August 26, 2026

Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400051

Scrip Code: 543532
ISIN: INE04TZ01018

Trading Symbol: ETHOSLTD

Subject: Press Release – Ethos Limited MD & CEO, Pranav Shankar Saboo Joins the Jury of the Grand Prix d'Horlogerie de Genève (GPHG) India

Dear Sir/Madam,

Please find enclosed herewith a copy of the Press Release titled “ **Ethos’ MD & CEO, Pranav Saboo Joins the Jury of the Grand Prix d'Horlogerie de Genève (GPHG) India**”

The press release is being issued by the Company for general dissemination and information purposes.

The same shall also be made available on the website of the Company.

Kindly take the above information on record.

Thanking You,

Yours truly,
For Ethos Limited

Priya Grover
Company Secretary
Encl: as below

— **ETHOS LIMITED** —

Registered Office:
Plot No. 3, Sector III, Parwanoo,
Himachal Pradesh - 173220, India

Corporate Office:
Kamla Centre, S.C.O. 88-89, Sector 8-C,
Chandigarh - 160009, India

Head Office:
Global Gateway Towers A, 1st Floor, MG Road,
Sector 26, Gurugram, Haryana - 122002, India

Ethos' MD & CEO, Pranav Saboo Joins the Jury of the Grand Prix d'Horlogerie de Genève (GPHG) India

India, August 26, 2026: The Grand Prix d'Horlogerie de Genève (GPHG), widely regarded as the "Oscars of Watchmaking" and the world's foremost annual award dedicated to contemporary watchmaking, has named **Mr. Pranav Saboo, Managing Director and CEO of Ethos Limited** to its jury for the 2026 edition.

Commenting on the appointment, **Mr. Pranav Saboo** shared:

"This is a tremendous honour and a proud moment for me to be a part of a platform as prestigious as the GPHG. Being invited to serve on the jury is both a privilege and a responsibility, and I am delighted to be part of a conversation that celebrates the highest standards in watchmaking. At a time when India's collectors and enthusiasts are becoming an increasingly important part of the global horological community, it is particularly meaningful to see our country represented at this global stage."

The GPHG jury comprises an invitation-only group of 24 international watchmaking experts, collectors, journalists and industry leaders, entrusted with selecting the winners across the awards' prestigious categories. Mr. Saboo's inclusion is a marker of India's deepening influence in global horology, reflecting the country's fast-growing base of collectors and connoisseurs.

Discover the Jury Behind GPHG India: <https://www.gphg.org/en/gphg-2026/jury>

About Ethos Limited

Ethos Limited (BSE: 543532; NSE: ETHOSLTD) is one of India's largest luxury and premium watch retailers, founded in the year 2003 and publicly listed on BSE Limited and the National Stock Exchange of India Limited since May 30th, 2022. Its current portfolio of brand partnerships comprises 75+ premium luxury watch brands. Ethos today operates 103 boutiques spread across 34 cities pan India. Ethos marked its foray into jewellery with Messika while also becoming the retailer of the German luxury luggage manufacturer RIMOWA in India.

About the Grand Prix d'Horlogerie de Genève (GPHG)

Created in 2001 and overseen since 2011 by a foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for over 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.