



July 8, 2026

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001.
Scrip Code: 512038

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th floor, Plot no. C/1,
G Block, Bandra Kurla Complex,
Mumbai-400051.
NSE Symbol: TCC

Sub.: Press Release.

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a Press Release titled as:

“Pepperfry Announces Accelerated Retail Expansion Ahead of Festive Season; Strengthens Omnichannel Growth Strategy”

Kindly take the same on records.

Thanking You,
For TCC Concept Limited

Isha Arora
Company Secretary & Compliance Officer

Encl: As Above

TCC Concept Limited

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Pepperfry Announces Accelerated Retail Expansion Ahead of Festive Season; Strengthens Omnichannel Growth Strategy

Mumbai, July 8, 2026: Pepperfry, India's leading omnichannel furniture and home destination and a subsidiary of **TCC Concept Limited**, listed on the BSE and NSE, today announced the next phase of its retail expansion strategy, reinforcing its commitment to expanding customer access, strengthening its omnichannel capabilities and building a scalable, profitable retail platform.

As part of its next phase of growth, the company plans to add **35 new stores by the end of August**, ahead of the festive season, significantly strengthening its presence across key metros, Tier 1 and Tier 2 cities. The expansion is expected to enhance customer access, deepen market penetration and support business growth during one of the strongest consumption periods of the year. The company remains on track to expand its retail footprint to **over 250 stores in the near term**, reflecting its long-term vision of building one of India's largest omnichannel furniture and home retail platforms.

Guided by its 'One Funnel' philosophy, Pepperfry's omnichannel model enables customers to seamlessly discover products online, experience them in-store and complete their purchases through the channel of their choice. The company continues to invest in enhancing its store formats, product assortment, technology and customer experience to meet the evolving needs of India's home shoppers.

The company has also achieved a significant operational milestone, with **Q4 FY26 marking the first profitable quarter in Pepperfry's history**. This achievement reflects continued improvements in operating efficiency, stronger business fundamentals and the scalability of the company's omnichannel platform, providing a solid foundation for its next phase of disciplined growth.

The planned expansion is aligned with **TCC Concept Limited's** long-term strategy of building category-leading, technology-enabled consumer businesses through scalable omnichannel platforms, operational excellence and disciplined capital allocation. Pepperfry represents a key consumer-facing platform within the TCC ecosystem and continues to strengthen its leadership position in India's organised furniture and home retail market.

Commenting on the announcement, **Hussaine Kesury, Chief Business Officer, Pepperfry**, said: *"Our expansion ahead of the festive season marks another important milestone in Pepperfry's growth journey. As we continue to strengthen our retail presence across India, we are making the Pepperfry experience more accessible while enhancing the integration*

between our digital and physical channels. Our stores are evolving into complete retail destinations with Sell from Store capabilities; with an expanded home assortment and fresh collections from 1000s of D2C brands, that reflect how customers shop today, enabling customers to discover, experience and purchase seamlessly.”

Pepperfry stores are designed to reflect the way India shops for home today, offering an extensive assortment across furniture, mattresses, décor, kitchen and dining, furnishings and modular solutions. By combining immersive in-store experiences with digital convenience, the company continues to simplify the home-buying journey while enabling customers to discover complete home solutions under one roof.

With sustained investments in retail expansion, omnichannel capabilities, technology and customer experience, Pepperfry remains focused on delivering long-term value to customers, partners and stakeholders while strengthening its leadership in India’s organised furniture and home retail market.

About Pepperfry

Founded in 2012 by Late Mr. Ambareesh Murty and Mr. Ashish Shah, Pepperfry is India’s leading omnichannel furniture and home destination, serving customers through its digital platform and a retail footprint **across 80 cities**. The company offers an extensive range of furniture, home decor and lifestyle products, supported by technology-enabled customer experiences and an integrated omnichannel model. As part of the TCC Group, Pepperfry continues to build one of India’s most scalable and customer-centric furniture and home retail platforms.

Pepperfry is part of the TCC Group, a new-age leading technology and innovation-driven concept company committed to developing forward-looking solutions in the digital and IT-enabled services sector with Data Centre Solution, comprehensive solution for the real estate sector under Trythat.ai and newly launched storage platform MyFlopy.com. Backed by the scale, operational expertise, and long-term vision of the Group, Pepperfry is well positioned to accelerate innovation, deepen its omnichannel presence, and further strengthen its leadership in India’s home and furniture ecosystem, clearly establishing itself the ‘Fashion for Home’ Destination of India.