



DACHEPALLI PUBLISHERS LIMITED

(FORMERLY KNOWN AS DACHEPALLI PUBLISHERS PRIVATE LIMITED)

Regd. Office: Plot No.2/B, (C.F.Area) I.D.A. Cherlapalli, Phase II, Hyderabad - 51. Ph : 72070 20941, 72070 20942.

Date: 26 August 2026

To,
BSE Limited,
P. J. Towers,
Dalal Street, Fort,
Mumbai- 400 001.

Symbol: 544667

Subject: Business Update – Expansion of E-Commerce Vertical “Pelican Edu Supply.”

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to provide an update regarding the expansion of the Company's e-commerce vertical, Pelican Edu Supply.

During the previous financial year, the Company successfully serviced approximately 50 schools through its e-commerce platform. We are pleased to inform that all 50 schools have confirmed their continuation with the Company for the current financial year. In addition, the Company has secured confirmations/engagements from approximately 50 new schools, taking the total number of schools proposed to be serviced through the platform to approximately 100 schools, representing a 100% increase in the school base.

Pelican Edu Supply is designed as a comprehensive platform through which parents and students can procure their educational requirements conveniently. The product portfolio currently includes textbooks, notebooks, stationery and school uniforms. The uniform category is presently being implemented in select schools and is proposed to be expanded progressively based on operational requirements and opportunities.

Based on the increase in the number of schools being serviced through the platform, along with the continued participation of the existing schools, the Company expects the e-commerce vertical to witness significant growth during the current financial year. The Company is targeting approximately two-fold growth in turnover from this vertical, subject to actual order execution, parent participation, product mix and prevailing market conditions.

Strategic Benefit from In-House Notebook Manufacturing:

The Company also expects the expansion of its e-commerce business to complement its recently commenced notebook manufacturing operations.

During the previous financial year, notebooks supplied through the e-commerce platform were predominantly procured from third-party manufacturers and traded by the Company. With the commencement of the Company's own notebook manufacturing operations, the Company intends to progressively fulfil a larger portion of the notebook requirements of these schools through Company-manufactured notebooks.

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This transition from third-party procurement to in-house manufacturing is expected to provide the Company with better control over product quality, supply, availability and costs, while also creating an opportunity for improvement in margins from the notebook category.

The expansion of Pelican Edu Supply forms part of the Company's strategy to strengthen its direct-to-parent educational supply ecosystem and increase the value generated from each school relationship by offering multiple educational requirements through a single integrated platform.

The above expectations and targets are forward-looking in nature and are subject to actual order execution, market conditions, customer participation and other business factors.

We request you to kindly take the above information on record.

For DACHEPALLI PUBLISHERS LIMITED

ANAND JOSHI

Company Secretary and Compliance Officer

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