

Date: - 31st July, 2026

To,
BSE Limited
The Corporate Relations Department
P. J. Towers, Dalal Street
Fort, Mumbai- 400001

ISIN: INE1TFS01019
BSE Scrip Code: 544735

Subject: Intimation regarding Appointment of Company Secretary & Compliance Officer (KMP) of Novus Loyalty Limited (the “Company”) pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), this is to inform that based on the recommendation of the Nomination and Remuneration Committee (NRC) of the Company, the Board of Directors at its meeting held today i.e. July 31st, 2026, has approved the appointment of **Mrs. Aditi Pardal (Membership Number-FCS 33216)** as the Company Secretary and Compliance Officer (Key Managerial Personnel) of the Company with effect from July 31st, 2026 in accordance with provisions Section 203 of the Companies Act, 2013 and Regulation 6(1) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Further, Mr. Mukesh Makkar (Membership No. ACS 53384) has tendered his resignation from the position of Company Secretary of the Company vide his resignation letter dated July 20, 2026. The Board of Directors, at its meeting held on July 31, 2026, has accepted his resignation. The resignation letter of Mr. Mukesh Makkar is enclosed herewith.

The disclosure is in compliance with Regulation 30 of SEBI Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015, in respect of her appointment are given in the enclosed Annexure I.

The meeting commenced at 11:00 A.M. and concluded at 12:30 P.M.

This is for your information and record.
Thanking You

For Novus Loyalty Limited
(Formerly known as Novus Loyalty Private Limited)

Vibhore Rastogi
CFO
DIN: 11127637

Novus Loyalty Limited (Formerly known as Novus Loyalty Pvt. Ltd.)
CIN No: U72900HR2011PLC127344 | GST No 06AAECC4455C1Z1
727, Udyog Vihar, Phase 5, Gurugram, Haryana 122016
Tel: 91-124-4382002. Email: communication@novus-loyalty.com | Web: <https://www.novus-loyalty.com/>

ANNEXURE-I

Details under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirement) Regulation, 2015 read along with SEBI Circular CIR/CFD/CMD/4/2015, dated September 09, 2015.

Reason for change viz. appointment	Mrs. Aditi Pardal (Membership No. FCS 33216) appointed as the Company Secretary & Compliance Officer of the Company.
Date of appointment	The appointment is effective from July 20 th , 2026 on the terms as stated in the appointment letter based on Company policies.
Brief profile (in case of appointment)	Mrs. Aditi Pardal is a qualified Company Secretary, having Membership No. FCS 33216 and is a Fellow Member of the Institute of Company Secretaries of India (ICSI) and has experience in dealing with matters of Companies Act, Listing Regulations and allied laws.
Disclosure of relationships between directors (in case of appointment of a director)	N.A.
Resignation of Existing Company Secretary	The Existing Company Secretary Mr. Mukesh Makkar (Membership No. ACS: 53384) has Resigned from the office of Company Secretary of the Company.

For Novus Loyalty Limited
(Formerly known as Novus Loyalty Private Limited)

Vibhore Rastogi
CFO
DIN: 11127637

Date: 20-07-2026

To
The Board of Directors
Novus Loyalty Limited

Subject: Resignation from the position of Company Secretary

Dear Sir/Madam,

I, CS Mukesh Makker, hereby tender my resignation from the position of Company Secretary of Novus Loyalty Limited due to personal reasons. I request the Board to kindly accept my resignation with effect from 20 July 2026.

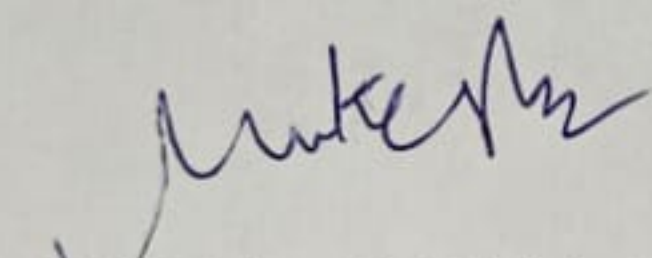
I sincerely thank the Board of Directors, the management, and all my colleagues for their continuous support, guidance, and cooperation during my tenure with the Company. It has been a privilege to serve Novus Loyalty Limited, and I am grateful for the valuable experience and opportunities provided to me.

I shall ensure a smooth handover of all statutory records, documents, and pending compliance matters during my notice period and extend my full cooperation to facilitate a seamless transition.

I request the Company to complete all necessary statutory filings and regulatory compliances, including intimations to the Registrar of Companies, Stock Exchanges, and other authorities, as applicable, to give effect to my resignation.

Thank you once again for the opportunity to be associated with the Company.

Yours faithfully,



CS Mukesh Makker
Company Secretary
Membership No.: 53384