



Date: 02nd July, 2026

To,

The Bombay Stock Exchange Limited

P. J. Towers

Dalal Street, Fort

Mumbai 400 001

Scrip Code: 544735

ISIN: INE1TFS01019

Sub: Intimation of appointment of Investor Relation (IR) Agency

Dear Sir / Madam,

Pursuant to the Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has appointed Finportal Investments Private Limited as Investor relation (IR) advisor with effect from 02nd July, 2026 to strengthen investor engagement and communication.

Further, in compliance with Regulation 30 of the SEBI LODR Regulations, the Company has designated investor@novus-loyalty.com as the dedicated email address for addressing investor-related queries, concerns, and requests.

The aforesaid information shall also be made available on the Company's website at: <https://www.novus-loyalty.com/investors/investor-relations>.

You are requested to kindly take the above information on record.

Thanking you

Yours Sincerely

For Novus Loyalty Limited

Mr. Deepak Tomar

Chairman & Managing Director

DIN: 02484965

Novus Loyalty Limited (Formerly known as Novus Loyalty Pvt. Ltd.)

CIN No: U72900HR2011PLC127344 | GST No 06AAECC4455C1Z1

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