



May 08, 2026

To
The Manager- Listing Department,
BSE Limited
P.J. Towers, Dalal Street, Fort,
Mumbai- 400001, Maharashtra, India.

Scrip ID/Code: TRUECOLORS/544531

Subject: Launch of New Product Lines in Commercial Printing and Packaging Segments.

Reference No.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Respected Sir/ Madam,

Pursuant to Regulation 30(6) read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we are pleased to inform that the Company has launched a new product that features "Web-to-Sheet Book Printing Machines, Sheet-fed Book Printing Machines, Digital Label Printers, Label Embellishment Printers, Flexible Packaging Printing Machines, Label Die-Cutting & Finishing Machines, Related Accessories & Auxiliary Equipment".

The details of the new product launches, as required under SEBI Circular no. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are given below:

Sr. No.	Particulars	Details
1	Name of Product(s)	1. Web-to-Sheet Book Printing Machines, 2. Sheet-fed Book Printing Machines, 3. Digital Label Printers, 4. Label Embellishment Printers, 5. Flexible Packaging Printing Machines, 6. Label Die-Cutting & Finishing Machines, 7. Related Accessories & Auxiliary Equipment
2	Date of Launch	May 08, 2026
3	Category of the Product	Commercial Printing, Labeling & Packaging Machinery
4	Whether caters to domestic/ international market	Both Domestic and International Markets
5	Name of the countries in which the product is launched (in case of international)	India, Middle East, and Southeast Asia (Phase 1)

A press release regarding the above launch is enclosed as **Annexure A** for reference, which is self-explanatory.

The above information shall also be hosted on the Company's website: www.truecolorsgroup.com.

We request you to take the above information on your records.
Thanking you. Yours Faithfully.

For True Colors Limited
(Formerly Known as True Colors Private Limited)

Javanika Gandharva
Company Secretary & Compliance Officer
M. No. A42880

TRUE COLORS LIMITED

(Formerly known as TRUE COLORS PRIVATE LIMITED)

+91 92743-35001
info@truecolorsgroup.com
www.truecolorsgroup.com

REGISTERED OFFICE
True Colors House, P-8, GR Flr to 3rd Flr,
Somakanji ni Wadi, Patel Line, Khatodara,
Surat, Gujarat, India, 395002

FACTORY
Plot No. 44 & 51, Rajhans Zesto Kalakachha,
Jalalpure (Near Palasana Cross Road)
Navsari-396415 Gujarat (India)



True Colors Limited Expands into Commercial Printing & Packaging Industry with Launch of New Industrial Printing Solutions

Surat, India, May 08, 2026: True Colors Limited has announced its strategic expansion into the Commercial Printing, Labeling, and Flexible Packaging segments with the launch of a comprehensive portfolio of industrial printing and packaging machinery solutions. The expansion marks a significant milestone in the company’s growth strategy as it diversifies beyond its existing business verticals and strengthens its presence in high-growth industrial printing markets.

The newly launched product range includes:

Sr. No	Newly launched Product
1.	Web-to-Sheet Book Printing Machines
2.	Sheet-fed Book Printing Machines
3.	Digital Label Printers
4.	Label Embellishment Printers
5.	Flexible Packaging Printing Machines
6.	Label Die-Cutting & Finishing Machines
7.	Related Accessories & Auxiliary Equipment

The company is set to capitalize on the robust domestic demand within the Indian market during Phase 1 of its expansion. With India emerging as a global hub for manufacturing and consumption, True Colors Limited is strategically positioned to meet the increasing requirements

Strategic Expansion into High-Growth Packaging & Publishing Segments

This strategic diversification enables True Colors Limited to leverage its expertise in digital printing technology and precision printing solutions to enter the rapidly growing packaging and publishing industries.

The company believes the expansion will strengthen its market positioning in the industrial printing ecosystem while reducing dependency on textile-focused operations. Increasing demand for flexible packaging, labeling, and commercial printing solutions across sectors such as FMCG, pharmaceuticals, retail, publishing, and e-commerce is expected to create significant long-term growth opportunities.

By introducing embellishment, finishing, and die-cutting solutions alongside printing machines, the company aims to position itself as an integrated “one-stop solution provider” for the labeling and packaging industry.

Management Commentary

“We are excited to expand into the commercial printing, labeling, and flexible packaging machinery segment, marking a key step in True Colors Limited’s growth strategy. This diversification strengthens our presence in high-growth industrial printing markets while reducing dependence on textile-focused operations.

With rising demand across FMCG, pharmaceuticals, retail, and e-commerce sectors, we believe our integrated printing and packaging solutions portfolio positions us strongly for long-term growth in both domestic and international markets.”


About True Colors Limited

True Colors Limited is engaged in the printing technology and industrial solutions segment, offering advanced printing systems and related technologies. The company continues to focus on innovation, diversification, and expanding its footprint across high-growth industrial segments.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties, including but not limited like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those expressed or implied in the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor:

	<p>For further information, please contact: Ms Pooja Gandhi EquiBridgeX Advisors Private Limited Email: info@equibridgex.com Website: www.equibridgex.com</p>
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