PACE E-COMMERCE VENTURES LIMITED

CIN: L11049PN2015PLC156068
CORPORATE OFFICE: 423, BLOCK-C, 1/1, SUMEL-11, INDIAN TEXITLE PLAZA, SHAHIBAUG, AHMEDABAD, GUJARAT, INDIA, 380004
REG. OFFICE: ANUGRAH BUNGLOW, STREET 4, PALLOD FARMS II, SHAMBHU VIHAR SOCIETY, NANKUDE VASTI, AUNDH, PUNE, MAHARASHTRA - 411045, INDIA
Contact No. +917948900801|E-mail: - compliance@pacesports.in

November 18, 2026

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

Scrip Code: **543637**
ISIN: INE0N1L01018

SUBJECT: SUBMISSION OF PRESS RELEASE REGARDING THE PROPOSED INTEGRATED HYDRATION & BEVERAGE BUSINESS INITIATIVE

Respected Sir/Madam,

Please find enclosed herewith the Press & Media Release of PACE E-Commerce Ventures Limited regarding the Company's strategic plans to explore opportunities in the Integrated Hydration & Beverage Business.

Kindly take the above on record.

Thanking You

Yours faithfully,

FOR AND ON BEHALF OF,
PACE E-COMMERCE VENTURES LIMITED

SHAIVAL D GANDHI
Digitally signed by SHAIVAL D GANDHI
Date: 2026.11.18 12:47:03 +05'30'

SHAIVAL DHARMENDRA GANDHI
MANAGING DIRECTOR
(DIN:02883899)

Ahmedabad, November 18, 2026

PACE E-Commerce Ventures Limited outlines strategic roadmap for Integrated Hydration & Beverage Business Platform; initial implementation activities expected to commence shortly

Pace E-Commerce Ventures Limited, a company listed on the BSE SME Platform, has outlined its strategic roadmap for the proposed development of an integrated Hydration & Beverage business platform, with initial implementation activities expected to commence shortly during FY 2026–27.

The proposed initiative forms part of the Company's broader strategy to explore and develop scalable, platform-led business opportunities by leveraging capabilities across product development, manufacturing, branding, distribution and technology-enabled services.

Integrated Hydration & Beverage Platform

The Company envisages developing a diversified business ecosystem encompassing the following key verticals:

- **Premium Natural Mineral Water** – Development of differentiated natural mineral water products across multiple packaging formats, catering to evolving consumer preferences and market requirements.
- **Institutional & Bulk Hydration** – Development of supply solutions for hospitality establishments, corporate offices, residential communities, healthcare institutions and other organised customer segments.
- **Wellness & Functional Hydration** – Exploration of wellness-oriented hydration products, functional beverages and specialised hydration formulations, alongside potential contract manufacturing and private-label solutions for emerging and established beverage brands.
- **Hydration Infrastructure & Managed Services** – Development of subscription-based hydration supply models, dispensing systems, water-quality monitoring and technology-enabled managed services.
- **Distribution & Market Expansion** – Development of city-level hydration hubs, institutional partnerships and scalable distribution networks to facilitate wider market reach and expansion.

The proposed business model is intended to integrate consumer products, business-to-business supply, wellness-focused beverage development, infrastructure and recurring service opportunities under a unified operating platform.

Implementation & Growth Outlook

The Company has identified FY 2026–27 as the foundational period for this strategic initiative and expects to commence initial implementation activities in the near term.

The initial areas of focus include evaluating sourcing arrangements, developing packaging and distribution capabilities, exploring institutional relationships and identifying the operational infrastructure required to support the proposed business verticals.

The Company intends to follow a phased investment and expansion approach, with the scope and pace of implementation aligned with commercial feasibility, available resources, regulatory requirements and long-term business objectives.

The proposed initiative is presently at the strategic planning and initial implementation stage. The actual scope, scale and timelines of business operations will depend upon the outcome of the Company's evaluations and subsequent implementation decisions.

Management Perspective

The proposed Hydration & Beverage platform represents an important step in the Company's broader strategic vision of exploring diversified business opportunities and developing scalable business verticals.

Through this initiative, the Company aims to explore opportunities that integrate consumer products, institutional supply, infrastructure, technology and services, with a focus on sustainable business development and long-term stakeholder value creation.

The Company will continue to evaluate the proposed opportunities and communicate significant developments and implementation milestones, as and when required, in accordance with applicable regulatory requirements.

Contact Us

Company Secretary & Compliance Officer
Pace E-Commerce Ventures Limited
compliance@pacesports.in

About PACE E-Commerce Ventures Limited

Pace E-Commerce Ventures Limited is a company listed on the BSE SME Platform. The Company is focused on exploring and developing scalable business opportunities through strategic initiatives and expansion into emerging business segments.

Safe Harbour

This press release has been prepared by Pace E-Commerce Ventures Limited (the "Company") solely for information purposes. The information contained herein reflects the Company's current strategic outlook and plans in relation to the proposed Hydration & Beverage business platform.

The proposed initiative is at a strategic planning and initial implementation stage and should not be construed as confirmation that commercial operations have commenced or that any particular investment, sourcing, manufacturing, distribution or institutional arrangement has been finalised.

The proposed business activities, scope, investments and implementation timelines are subject to commercial feasibility, regulatory requirements, operational readiness and other relevant factors. Actual developments and outcomes may differ from the Company's current expectations.

The Company makes no representation or warranty as to the achievement of any projected outcomes and undertakes no obligation to update forward-looking statements except as required under applicable laws and regulations.