

PACE E-COMMERCE VENTURES LIMITED

CIN: L11049GJ2015PLC179080

REGISTERED OFFICE: 423 BLOCK C 1 1 SUMEL 11, INDIAN TEXTILE PLAZA, SHAHIBAG,
AHMEDABAD, GUJARAT, INDIA- 380004

CONTACT NO. +917948900801 | E-MAIL: - compliance@pacesports.in

August 22, 2026

To,
The Manager
Department of Corporate Services
BSE Limited
P.J. Tower,
Dalal Street,
Mumbai- 400001

Scrip Code: - 543637
ISIN: INE0N1L01018

Dear Sir,

Subject: - Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, the Company hereby informs that the Board of Directors, at its meeting held today, i.e. **22nd August, 2026**, has considered and approved the proposal for change of name of the Company "**Pace E-Commerce Ventures Limited**", subject to the requisite approvals. The details of the material event are provided in **Annexure-I** hereto.

The Board meeting commenced at 12:00 P.M. and concluded at 12:55 P.M.

You are requested to take the same on your record.

Thanking You,

Yours faithfully,

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

SHAIVAL DHARMENDRA GANDHI
MANAGING DIRECTOR
(DIN: 02883899)

Encl.: As below

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ANNEXURE- I

Disclosures as required under Schedule III of the SEBI Listing Regulations read with SEBI Circular bearing reference number: SEBI Master Circular No. HO/49/14/14(7)2025CFD-POD2/I/3762/2026 is as under:

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the aforesaid SEBI Master Circular, the Company hereby informs that the Board of Directors, at its meeting held today 22nd August, 2026, has considered and approved the proposal for change of name of the Company from “**Pace E-Commerce Ventures Limited**” to any of the following names, in the order of preference:

- 1. Aarien Enterprises Limited**
- 2. Aarien Ventures Limited**
- 3. Such other name as may be approved by the Central Registration Centre (CRC), Ministry of Corporate Affairs**

In case any of the proposed names is not available or is not approved by the CRC, the Company shall make an application for the next preferred name in the above sequence.

The proposed change of name is subject to availability and approval of the proposed name by the CRC, approval of the Members of the Company by way of a Special Resolution, and such other approvals, permissions and consents as may be required under applicable laws, including consequential amendments to the Memorandum of Association and Articles of Association of the Company.

The proposed change of name shall also be subject to compliance with the applicable provisions of Regulation 45 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to take the above information on record.