August 26, 2026

To,
BSE Limited
Phiroze Jeejeehoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 544629

Dear Sir/Madam,

Sub: Intimation under Regulation 30 – New Product launch.

Pursuant to the provisions of Regulation 30, read with para B of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, (Listing Regulations), we are pleased to inform you regarding the launch of new product today, viz. Ravel PRO and AI diagnostic skincare range.

In this connection, please find enclosed Press Release issued by the Company.

The details as required pursuant to Para B of Schedule III read with SEBI Master circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January, 2026, are detailed at **Annexure A**.

Kindly take the same on your record.

Thanking you,

Yours Faithfully,

For Ravelcare Limited

BHATT ALPESH RAJESH
Digitally signed by BHATT ALPESH RAJESH
Date: 2026.08.26 20:53:47 +05'30'

Alpesh Bhatt
Company Secretary and Compliance Officer

Annexure A

Details required under Regulation 30 of the SEBI LODR Regulations pursuant to Para B of Schedule III read with SEBI Master circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January, 2026

Sr. No.	Particulars	Details
1.	Name of the product	Ravel PRO and AI diagnostic skincare range
2.	Date of launch	August 26, 2026
3.	Category of the product	Haircare and Skincare.
4.	Whether caters to domestic / international market	The Products will be available for Domestic as well as International consumers.
5.	Name of the countries in which the product is launched (in case of international).	NA

PRESS RELEASE

Management Update to Shareholders

Mumbai, 26 August 2026

Ravelcare Limited expands into new segments with Ravel PRO and an upcoming AI-diagnostic skincare range

- Ravel PRO live on top e-commerce and quick-commerce platforms; ~20% incremental revenue in its first full month.
- AI-led diagnostic skincare range launching in H2 FY27.
- Expands TAM from DTC personalisation to omni-channel mass market and quick commerce.

FROM THE MANAGING DIRECTOR

Over the last six years, we mastered the science of custom formulations for over six lakh individual consumers. Today, we are taking that deep domain intelligence and placing it on every major digital and quick-commerce shelf in India. Ravel PRO delivered close to 20 percent incremental revenue in just 30 days. With our upcoming AI-powered skincare line, we are evolving from simple personalisation to true clinical diagnosis.

Our core strategic focus now is on aggressively launching and scaling these new categories. The industry is moving decisively towards clinical, concern-led products on quick-commerce and technology-led skincare, and launching these verticals now is essential to ensure Ravelcare leads that shift rather than follows it. We are positioning the Company at the exact intersection of science, consumer data and rapid distribution, setting it up for a transformational growth curve in FY27 and beyond.

Ayush Varma
Managing Director

Part 1: New product launch and new initiatives

New product launch: Ravel PRO

Ravelcare built its business on personalised haircare, where each customer's product is formulated after an online consultation. That business has served more than 6 lakh customers and continues to grow well. It remains the core of the Company.

Ravel PRO takes the same formulation expertise to a much larger audience: people who shop on marketplaces and quick-commerce apps and want a ready, clinical-strength product for a specific concern. Recently launched, PRO is a dermatologist-developed range of twelve targeted products across shampoos, conditioners, scalp masks, treatments, serums and scalp oil shots, built around five concerns: hair fall, dandruff, damage repair, hair growth and premature greying. It is available on ravelcare.com, Amazon, Flipkart, Nykaa, Myntra, Blinkit and other quick-commerce platforms.

THE RAVEL PRO RANGE

HAIR FALL

Zero Hairfall Shampoo

Adenosine-peptide shampoo that reduces hairfall by up to 95 percent.

HAIR FALL

Zero Hairfall Conditioner

Root-peptide conditioner for up to 95 percent hairfall reduction.

HAIR FALL

Zero Hairfall Scalp Mask

Intensive root-strengthening treatment with biotin and plant proteins.

HAIR GROWTH

Hair Growth Serum

Pro-growth peptide serum that activates new hair growth and reduces hair fall.

HAIR GROWTH

Hair Fall Repair Ampoules

Concentrated active ampoules that nourish follicles and visibly reduce hair fall.

DANDRUFF

Zero Dandruff Shampoo

Zero Flake shampoo for up to 100 percent dandruff reduction.

DANDRUFF

Zero Dandruff Conditioner

Conditions while reducing dandruff by up to 100 percent.

DANDRUFF

Zero Dandruff Scalp Mask

Advanced flake-clarifying scalp treatment with ketoconazole and salicylic acid.

DANDRUFF

Zero Dandruff Lotion

Leave-on lotion for 100 percent overnight flake elimination.

DAMAGE REPAIR

Hyaluronic Repair Shampoo

Hyaluronic-ceramide shampoo for up to 20x stronger, damage-resistant hair.

DAMAGE REPAIR

Hyaluronic Repair Conditioner

Ceramide-rich conditioner that rebuilds damaged, breakage-prone hair.

PREMATURE GREYING

Anti Grey Serum

MelanoGray serum that reduces premature greying by up to 93 percent.

The PRO range spans five categories: hairfall, dandruff, damage repair, hair growth and anti-grey. PRO adds distribution on top of a direct business that is growing on its own. For six years Ravelcare has built brand awareness through its own advertising, and until now a customer could act on that awareness only at ravelcare.com. With PRO on every major platform, anyone who has seen a Ravel ad or read a Ravel review can now buy wherever they already shop. These are also momentum platforms: sales drive ranking, ranking drives visibility, and visibility drives further sales without advertising behind them,

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reducing the Company's dependence on paid acquisition over time. PRO also gives Ravelcare a product architecture that can be stocked and replenished on any channel, and the base for offline retail as and when the Company chooses to enter it.

In July, its first full month, PRO contributed roughly 20 percent of the Company's revenue, entirely incremental to the personalised business. The Anti-Grey Serum alone sold about 3,500 units in its first thirty days. Two more PRO products launch in September.

Entering Skincare: AI-Diagnosis as the Next Frontier

In H2 FY27 the Company will launch a derma-grade skincare range built around an AI-led consultation. A photo-based skin analysis builds each customer's routine, taking Ravel from personalisation by questionnaire to personalisation by diagnosis, and strengthens the Company's position as a technology-led brand in a category where most players compete on marketing alone.

With personalised haircare, PRO and skincare, Ravelcare will have three verticals and the ability to offer a solution to its entire customer base, existing and new. The synergy across the three is direct: one consultation engine, one supply chain, one brand and one marketing team serving all of them, and every customer acquired by any vertical becomes a cross-sell opportunity for the other two. The range will be on all ecommerce and quick-commerce platforms from day one.

Part 2: Performance and outlook

For FY26 the Company reported revenue of Rs 2,695.43 lakhs, up 7.9 percent, and profit after tax of Rs 515.40 lakhs. It has no debt and a net worth of Rs 3,740.84 lakhs.

The second half of FY26 was softer than the first, as reported in May. This reflects a choice. Management chose to spend 19 percent less on marketing than in the previous year's second half rather than pursue volume at rising acquisition costs during the festive season, and put the period into completing the IPO, R&D and new category development for PRO and skincare, and building the team for the next phase. None of that contributed revenue in H2. PRO started to in June, and it puts Ravelcare on marketplaces and quick-commerce, channels where the Company had only a small presence before. The personalised business continues to grow on its own. With PRO scaling across marketplaces and quick-commerce, two further PRO launches in September and the skincare range in H2 FY27 layered on top of it, management expects the Company to grow at a healthy rate in FY27.

Part 3: Backward integration plans

The IPO in December 2025 raised Rs 2,410.20 lakhs (Rs 2,191.10 lakhs net of issue expenses). The plan set out at the IPO had two parts: expanding the portfolio, beginning with Ravel PRO, and backward integration into the Company's own manufacturing unit. Management has executed the first part on schedule and is phasing the second behind it.

That is a deliberate order. PRO has been in market for two months, two more products follow in September and skincare launches in H2, and together they will define our backward integration. Management will finalise the plant's scale and configuration once all new product launches are implemented and stabilised, so that the unit is built once, to the right size. In the meantime the Company has secured more favourable pricing from its existing manufacturing partner. There is no cost impact on the current setup, and product costs and supply were unaffected through the recent period of global supply-chain disruption, on account of advance planning of inputs and inventory.

The funds allocated to the unit are unutilised and lying in bank fixed deposits, earning interest. The Company will continue to report on the utilisation of proceeds in line with the Listing Regulations and will bring a revised timeline to the stock exchanges once finalised.

For further information:
Ayush Varma, Managing Director
Ravelcare Limited (BSE: 544629)
Email: investors@ravelcare.com | www.ravelcare.com