



Ref: D/2026-27/10

Date: 02.06.2026

To,
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza'. C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051
Symbol: SBC

To,
Listing Department
BSE Limited
P.J. Towers, Dalal Street
Mumbai-400001
Scrip Code: 542725

Sub: Intimation regarding Launch of "F-Route" Clothing Brand Website

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that the Company has officially launched the digital platform and website of its clothing brand "**F-Route Clothing**".

"The wait is officially over. We have just unlocked the doors to your brand-new style destination: <https://frouteclothing.com/> No more choosing between premium quality and fair pricing. Drop by, trace your own style route, and claim the wardrobe your lifestyle deserves."

The launch of F-Route Clothing marks a major milestone in the long-term growth blueprint of SBC Exports Limited. Historically recognized for its large-scale textile manufacturing, corporate supply, and export operations based in Mirzapur and Sahibabad, the Company has now expanded into the direct-to-consumer (D2C) segment through this dedicated digital platform.

The initiative is expected to significantly strengthen the Company's market presence and open new revenue opportunities by transitioning from conventional trading operations to a technology-enabled consumer-facing brand.

Key strategic benefits of the launch include:

1. Boosting Revenue Streams

- Higher Gross Margins: Transitioning from traditional B2B trading to D2C sales enables the Company to bypass intermediary distribution channels and retain retail-level margins, thereby improving profitability.
- Direct Inventory Monetization: The platform creates a direct sales avenue for manufacturing units in Mirzapur and Sahibabad, enabling efficient liquidation of seasonal inventory and improved production utilization.
- Enhanced Shareholder Value: The development of a consumer-focused fashion brand is expected to strengthen long-term brand equity and position the Company as a recognizable fashion and lifestyle brand.

CIN: L18100UP2011PLC043209

Corp. Office : 49/95, Site-IV, Sahibabad Industrial Area, Ghaziabad, Uttar Pradesh - 201010

Head Office : 9, Lohiya Talab, Chhoti Basahi, P.O. Vindhyachal Mirzapur, Uttar Pradesh - 231307

Tel. : 0120-2895246, Customer Care : +8303-300-100, E-mail : info@sbcexportslimited.com, Web. : www.sbcexportslimited.com



2. Amplifying Market Presence

- Entry into the B2C Segment: While the Company already maintains strong corporate and institutional business relationships, F-Route Clothing establishes its presence within India's fast-growing consumer retail and fashion segment.
- Reaching Younger Demographics: The "Uniquely You" brand identity is designed to attract Gen-Z and millennial consumers seeking affordable, expressive, and modern casual wear.
- Pan-India Expansion: The online platform removes geographical barriers and enables nationwide access across Tier-1, Tier-2, and Tier-3 cities.

F-Route Clothing has been conceptualized as a modern digital fashion destination focused on stylish, high-utility wardrobe essentials catering to today's fast-paced lifestyle. The brand emphasizes effortless casual wear and contemporary aesthetics over traditional complex couture offerings.

The website can be accessed at: <https://frouteclothing.com/>

This is for your information and record.

Kindly take it on your record.

Thanking you

For SBC Exports Limited

Hariom Sharma
Company Secretary and Compliance Officer
M. No. A41738

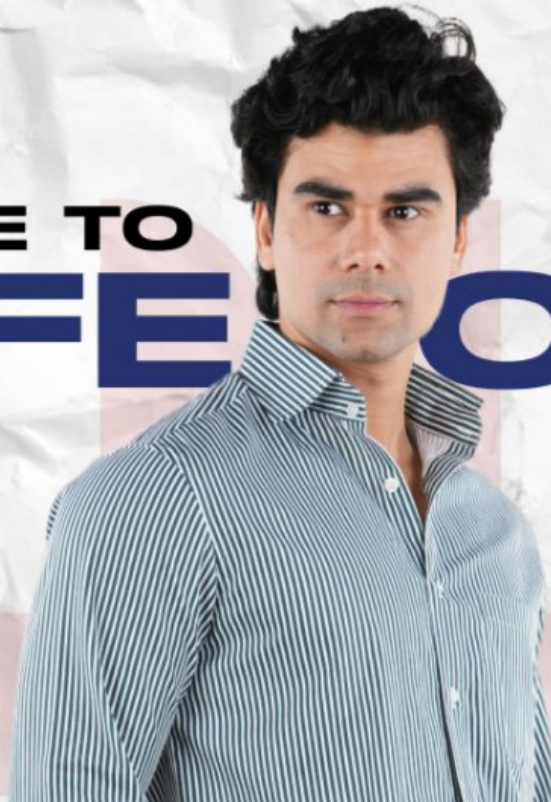
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THE ROUTE TO PERFECTION



Filters

68 Products Found


Filter By Subcategory

- Polo T-Shirts (12)
- Formal Shirts (2)
- Cargos (3)
- Lounge Pants (2)
- Trackpants (10)
- T-Shirts (7)

Filter By Size

- 3XL (268)
- 4XL (268)
- L (348)
- M (349)
- S (349)
- XL (348)

Filter By Color

-  Black (295)
-  Navy Blue (44)
-  Imperial Blue (21)
-  Blue Green (Tone) (49)
-  Bottle Green (26)
-  Sky Blue (Tone) (7)

Product Type

- All Products
- Best Selling
- On Selling
- Top Rating



Mens Solid Polo T-Shirt
₹1,160 ~~₹2,320~~ 50.00% OFF



Mens Yam Dyed Polo T-Shirt
₹1,600 ~~₹3,200~~ 50.00% OFF



Mens Even Stripe Polo T-...
₹1,000 ~~₹2,000~~ 50.00% OFF



Mens Uneven Stripe Polo ...
₹2,000 ~~₹4,000~~ 50.00% OFF



Mens Textured Polo T-Shirt
₹1,760 ~~₹3,520~~ 50.00% OFF



Mens Stripe Polo T-Shirt
₹1,600 ~~₹3,200~~ 50.00% OFF



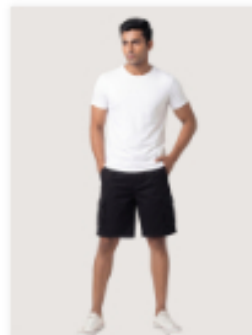
Men's Formal Shirt With St...
₹900 ~~₹1,800~~ 50.00% OFF



Men's Solid Formal Shirt
₹900 ~~₹1,800~~ 50.00% OFF



Men's Camouflage Cargo ...
₹760 ~~₹1,520~~ 50.00% OFF



Men's Cotton Solid Cargo ...
₹760 ~~₹1,520~~ 50.00% OFF



Men's Camouflage Cargo ...
₹1,000 ~~₹2,000~~ 50.00% OFF



Men's Loose Fit Cotton Lo...
₹1,260 ~~₹2,520~~ 50.00% OFF



Filters

Filter By Subcategory

- Dresses (3)
- Jumpsuits (1)
- Crop Tops (8)
- Co-Ord Set (8)
- Bottoms (3)
- Cargo (1)

Filter By Size

- 3XL (174)
- 4XL (174)
- L (210)
- M (210)
- S (210)
- XL (210)

Filter By Color

-  Black (220)
-  Navy Blue (30)
-  Imperial Blue (14)
-  Blue Green (Tone) (21)
-  Lime Green (5)
-  Navy (112)

Product Type

- All Products
- Best Selling
- On Selling
- Top Rating

48 Products Found



Womens Power Dress
₹700 ~~₹1,400~~ 50.00% OFF



Womens Jumpsuit With B...
₹730 ~~₹1,460~~ 50.00% OFF



Womens Crop Top
₹400 ~~₹800~~ 50.00% OFF



Womens Multi Color Printe...
₹2,300 ~~₹4,600~~ 50.00% OFF



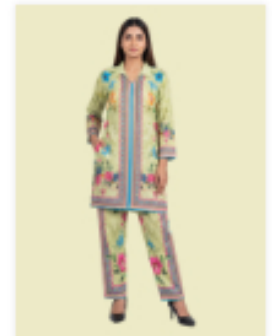
Womens Stripe Dress
₹1,800 ~~₹3,600~~ 50.00% OFF



Womens Blue Printed Co-...
₹2,060 ~~₹4,120~~ 50.00% OFF



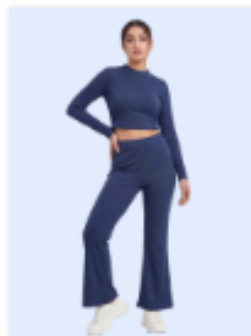
Womens Embroidered Co-...
₹1,600 ~~₹3,200~~ 50.00% OFF



Womens Green Printed C...
₹1,150 ~~₹2,300~~ 50.00% OFF



Womens Rib Dress
₹860 ~~₹1,720~~ 50.00% OFF



Womens Co-Ord Set With ...
₹960 ~~₹1,920~~ 50.00% OFF



Women's Crop Top
₹500 ~~₹1,000~~ 50.00% OFF



Women's Crop Top
₹600 ~~₹1,200~~ 50.00% OFF



Filters

67 Products Found







Filter By Subcategory

- Shirts (13)
- T-Shirts (18)
- Joggers (5)
- Trackpants (6)
- Capris (3)
- Vest (1)

Filter By Size

- 11-12Y (36)
- 13-14Y (36)
- 18 (218)
- 20 (218)
- 22 (218)
- 24 (218)

Filter By Color

-  (3)
-  Black (340)
-  Navy Blue (24)
-  Blue Green (Tone) (60)
-  Bottle Green (10)
-  Sky Blue (Tone) (52)



Boy's Oversized Shirt
₹800 ~~₹1600~~ 50.00% OFF



Boy's Regular Fit Shirt
₹800 ~~₹1600~~ 50.00% OFF



Boy's Stripe Shirt
₹600 ~~₹1200~~ 50.00% OFF



Boy's Chest Print T-Shirt
₹370 ~~₹740~~ 50.00% OFF



Boy's Chest Print T-Shirt
₹370 ~~₹740~~ 50.00% OFF



Boy's Chest Print T-Shirt
₹370 ~~₹740~~ 50.00% OFF



Boy's Chest Print T-Shirt
₹370 ~~₹740~~ 50.00% OFF



Boy's Chest Print T-Shirt
₹370 ~~₹740~~ 50.00% OFF



Filters

48 Products Found

Filter By Subcategory

- T-Shirts (7)
- Dresses (4)
- Jumpsuits (2)
- Tops (7)
- Night Suits (4)
- Shorts (6)

Filter By Size

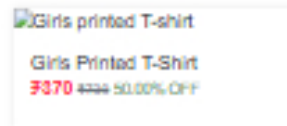
- 11-12Y (20)
- 13-14Y (20)
- 18 (123)
- 20 (124)
- 22 (125)
- 24 (124)

Filter By Color

- Black (188)
- Imperial Blue (10)
- Blue Green (Tone) (30)
- Sky Blue (Tone) (20)
- Navy (180)
- Imperial Blue (Tone) (11)



Girls Chest Print T-Shirt
₹370 ~~4200~~ 50.00% OFF



Girls printed T-shirt
Girls Printed T-Shirt
₹370 ~~4200~~ 50.00% OFF



Girls Floral Print Pure Cott...
₹216 ~~4200~~ 50.00% OFF



Girls Floral Print Pure Cott...
₹230 ~~4200~~ 50.00% OFF



Girls Floral Print Pure Cott...
₹236 ~~4200~~ 50.00% OFF



Girls Printed Pure Cotton ...
₹266 ~~4200~~ 50.00% OFF



Girls Floral Print Basic Ju...
₹236 ~~4200~~ 50.00% OFF



Girls Printed Pure Cotton ...
₹380 ~~4200~~ 50.00% OFF

