RECODE®

RECODE STUDIOS LIMITED
(Formerly Known As Recode Studios Private Limited)
#R-89, Phase-V, Focal Point, Ludhiana, Punjab 141010, India
Toll Free : 1800 419 4959
E-mail : support@recodestudios.com
Visit us at : www.recodestudios.com
CIN : L74999PB2021PLC053619

Date: 06.08.2026

To

BSE Limited
Department of Corporate Services
25th Floor, PJ Towers, Dalal Street, Mumbai, 400001

SCRIP CODE: 544755 **SYMBOL: RECODE** **ISIN: INE2B6701015**

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release on Omnichannel Presence with Seven Premium Retail Kiosks across Six Major Cities

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit a copy of the Press Release titled **"Recode Studios Expands Omnichannel Presence with Seven Premium Retail Kiosks across Six Major Cities".**

The Press Release highlights the Company's strategic initiative to expand its retail presence through a kiosk-led growth model, aimed at strengthening market reach and enhancing customer accessibility.

You are requested to take the above mentioned information on your records.

Thanking You,

For RECODE STUDIOS LIMITED

Dheeraj Bansal
Digitally signed by Dheeraj Bansal
Date: 2026.08.06 13:20:46 +05'30'

(Dheeraj Bansal)
Managing Director
DIN: 09205916

PRESS RELEASE

Recode Studios Expands Omnichannel Presence with Seven Premium Retail Kiosks Across Six Major Cities

Ludhiana, India | August 06, 2026: Recode Studios Limited has opened seven premium retail kiosks across six major Indian cities, marking an important milestone in the Company's retail expansion journey. Strategically located in leading shopping malls, the new kiosks enhance brand visibility, reduce operational costs, and showcase Recode's growing portfolio of beauty and personal care products.

Recently Opened | Mohali Walk - Punjab

Strategic Rationale of operating kiosks

This strategic expansion reinforces Recode Studios' vision of building a strong omnichannel retail network across India. By establishing a presence in premium shopping destinations, the Company aims to strengthen customer engagement, enhance brand recall, improve accessibility to its product portfolio, and accelerate market penetration in key urban centres. The expanded kiosk network also supports Recode's long-term growth strategy by creating additional touchpoints for consumers while maintaining an efficient and scalable retail model.

The expansion is also expected to support stronger retail productivity by increasing the Company's physical touchpoints across high-footfall locations and enhancing direct consumer interaction. With a wider offline presence, Recode Studios is well positioned to improve product discovery, strengthen customer loyalty, and drive sustained growth through a balanced omnichannel distribution strategy.

Expansion Highlights

• Successfully launched **seven premium retail kiosks** across strategically selected high-footfall locations.
• Expanded retail presence across **six major Indian cities**, strengthening the Company's geographic reach.
• Established presence in leading shopping malls to enhance brand visibility and customer engagement.
• Improved customer accessibility by bringing Recode's beauty and personal care portfolio closer to consumers.
• Further strengthened the Company's omnichannel retail strategy by expanding its offline touchpoints.
• Enhanced consumer experience through premium retail destinations that showcase the complete product range.
• Supports scalable, asset-light expansion while driving long-term market penetration and sustainable growth.

Snapshots of Our Retail Destinations

Avani Riverside Mall – Kolkata, West Bengal

Omaxe Mall – Greater Noida, Uttar Pradesh

Omaxe Chowk, Chandni Chowk – Delhi

Pacific Mall – Dehradun, Uttarakhand

Pacific Mall – Faridabad, Haryana

Pacific Mall, Subhash Nagar – Delhi

Management Commentary

Commenting on the expansion, Mr. Dheeraj Bansal, Chairman & Managing Director of Recode Studios, said:

"The successful launch of seven premium retail kiosks across six major Indian cities marks an important milestone in Recode's retail expansion journey. These strategically located kiosks strengthen our physical presence in high-footfall shopping destinations and bring the Recode brand closer to a wider consumer base. As customer preferences continue to evolve towards an omnichannel shopping experience, expanding our offline network remains a key strategic priority.

The kiosk format enables us to establish a premium brand presence with greater operational efficiency while improving accessibility, customer engagement, and product visibility. It also complements our existing digital and retail ecosystem, allowing consumers to seamlessly experience our growing portfolio of beauty and personal care products. ***Going forward, we will continue to identify attractive retail opportunities across key markets as we remain focused on building a scalable, asset-light, and sustainable retail network that supports our revenue growth ambition of 50% in FY27"***

About Recode Studios Limited

Recode Studios Limited is a fast-growing Indian beauty and personal care brand offering a diverse portfolio of over 350 SKUs across cosmetics, skincare and personal care categories. The Company follows an asset-light business model, focusing on product innovation, branding, marketing and distribution while leveraging third-party manufacturing capabilities. Recode has established a strong omnichannel presence through its retail network, e-commerce platforms and distribution channels, serving customers across India. With a growing brand footprint, expanding retail presence and focus on affordable premium products, the Company is well positioned to capitalize on the growing opportunities in India's beauty and personal care market.

Investor Relations

RECODE STUDIOS LIMITED

EMAIL
info@recodestudios.com

WEB
shop.recodestudios.com

MOONWALK CAPITAL IR TEAM

PHONE
+91 70146 18970

EMAIL
investorrelations@moonwalkcapitaladvisors.com

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 like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by 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.