

Ref. No.: Ethos/Secretarial/2026-27/34

Dated: July 29, 2026

Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400051

Scrip Code: 543532
ISIN: INE04TZ01018

Trading Symbol: ETHOSLTD

Subject: Opening of Ethos Watch Boutiques at Amritsar

Dear Sir/Madam,

We are pleased to inform you that Ethos Limited (“the Company”) has inaugurated a new Ethos Watch Boutique located at GF 06, Nexus Amritsar Mall, Main, Grand Trunk Rd, East Gobind Nagar, Maqbool Pura, Amritsar, Punjab 143006.

This boutique marks a significant milestone in strengthening our luxury brand portfolio and further consolidates our presence in one of India’s most prominent luxury retail markets. With this launch, the Company continues to make the world’s most exclusive brands more accessible to discerning customers in India, in line with our strategic vision of delivering unparalleled luxury experiences.

With the opening of this new boutique at Amritsar, we now have **103 boutiques** across India.

You are requested to kindly take the above on record.

For Ethos Limited

Priya Grover
Company Secretary and Compliance Officer

— **ETHOS LIMITED** —

Registered Office:
Plot No. 3, Sector III, Parwanoo,
Himachal Pradesh - 173220, India

Corporate Office:
Kamla Centre, S.C.O. 88-89, Sector 8-C,
Chandigarh - 160009, India

Head Office:
Global Gateway Towers A, 1st Floor, MG Road,
Sector 26, Gurugram, Haryana - 122002, India



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