



To
BSE Limited (SME Platform)
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400001

Date: 30th October 2026

Scrip Code: 544735
ISIN: INE1TFS01019
Dear Sir / Madam,

Sub: Intimation for execution of Agreement with TLG India Private Limited (through its division Publicis Re:sources).

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Novus Loyalty Limited ("Novus"/"Company") has entered into an agreement with TLG India Private Limited (through its division Publicis Re:sources) 28th October 2026. In this regard, we hereby enclose the necessary details in Annexure-A as required under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Master Circular Ho/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026.

Please take the information on records.

Thanking you

Yours faithfully,

For Novus Loyalty Limited
(Formerly known as Novus Loyalty Private Limited)

Aditi Pardal Digitally signed by Aditi Pardal
Date: 2026.10.30 12:50:18 +05'30'
Aditi Pardal
(Company Secretary & Compliance Officer)
Mem. No.: 33216

NOVUS LOYALTY LIMITED

Annexure – A

S.No.	Particulars	Description
1.	Name of the entity awarding the order(s)/contract(s)	TLG India Private Limited (through its division Publicis Re:sources)
2.	Significant terms and conditions of order(s)/contract(s) awarded in brief	Novus Loyalty Limited will supply digital rewards to TLG India Private Limited (through Publicis Re:sources).
3.	Whether order(s) / contract(s) have been awarded by domestic/ international entity	Domestic Entity
4.	Nature of order(s) / contract(s)	Supply of digital rewards.
5.	Whether domestic or international	Domestic
6.	Time period by which the order(s)/contract(s) is to be executed	Agreement of 3 years
7.	Value of order(s)/contract(s):	As per Purchase Order or Statement of Work
8.	Whether the promoter/ promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No
9.	Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at “arm’s length”	No

Novus Loyalty Limited (Formerly known as Novus Loyalty Pvt. Ltd.)

CIN No: U72900HR2011PLC127344 | GST No 06AAECC4455C1Z1

727, Udyog Vihar, Phase 5, Gurugram, Haryana 122016

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