



AMIR CHAND JAGDISH KUMAR (EXPORTS) LIMITED

ISO 22000 : 2018 Certified Organization • Super Star Trading House • Rice Millers & Exporters

CIN No.: L15312DL2003PLC121979, Website : www.aeroplanerice.com, E-mail : info@aeroplanerice.com

June 11, 2026

To,

BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai - 400 001.
BSE Scrip Code: 544743

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor, Plot C/1, G Block,
Bandra - Kurla Complex, Bandra (E),
Mumbai - 400 051.
NSE Symbol: AMIRCHAND

Dear Sir(s) / Madam(s),

Sub: Intimation pursuant to Securities Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015

Pursuant to regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the information pertaining to appointment of M/s. Collective Artists Network as its official celebrity engagement partner to on board Bollywood and Tollywood talent.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For **Amir Chand Jagdish Kumar (Exports) Limited**

Sadhana Khurana
Company Secretary and Compliance Officer
Mem. No. A24534

Encl. A/a

Regd. Off.: 2735/9, Mohan Lal Palace, Naya Bazar, Delhi-110006 (INDIA)

Unit Delhi: 67/9, G.T. Karnal Road,
Near Tata Telco Allpur, Delhi-110036
Ph.: +91 8595912448
GSTIN : 07AAECA9181D1ZQ

Unit Amritsar: Village Mehlanwala, Near Kukkeranwala
Ajnala Road, Amritsar- 143102 (Punjab)
Ph.: 09872881121
GSTIN: 03AAECA9181D1ZY

Unit Safidon: Jind Road, Safidon Distt.
Jind- 126112 (Haryana)
Ph.: +91 8595912447
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AMIR CHAND JAGDISH KUMAR EXPORTS LIMITED (THE "COMPANY") HAS APPOINTED M/S. COLLECTIVE ARTISTS NETWORK AS ITS OFFICIAL CELEBRITY ENGAGEMENT PARTNER TO ONBOARD BOLLYWOOD AND TOLLYWOOD TALENT. THIS STRATEGIC COLLABORATION IS AIMED AT STRENGTHENING BRAND VISIBILITY, ENHANCING CONSUMER ENGAGEMENT, AND SUPPORTING THE COMPANY'S LONG-TERM GROWTH AND MARKET EXPANSION INITIATIVES

The Company, a leading exporter and marketer of premium FMCG products, is pleased to announce the appointment of M/s. Collective Artists Network as its official celebrity engagement and talent acquisition partner.

Under this strategic partnership, M/s. Collective Artists Network will support the Company in identifying, negotiating, and onboarding leading celebrity/celebrities, actors, influencers, and public personalities for the Company's brand-building and marketing initiatives across India and international markets.

The collaboration reflects the Company's commitment to strengthening consumer engagement and enhancing brand visibility through impactful celebrity-led campaigns. As the Company continues to expand its presence in key domestic and international markets, celebrity partnerships will play an important role in connecting with consumers and reinforcing the values of quality, trust, and innovation associated with the company's brands.

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