

AMANAYA VENTURES LIMITED

CIN: L51101PB2009PLC032640

Regd. Office: 69-70, First Floor, Deep Complex, Court Road, Amritsar, Punjab – 143001
Email: info@amanaya.in | Website: www.amanaya.in | Phone: 9876330890, 9915733578

Date: 12 October 2026

To,
The Manager – Listing Compliance
BSE Limited (SME Platform)
Phiroze Jeejeebhoy Towers, Dalal Street, Fort,
Mumbai – 400 001

Scrip Code: 543804 | Symbol: AMANAYA | ISIN: INE0G1V01016

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 — Appointment of M/s Dharam Pal Bullion & Jewels, Chamba (Himachal Pradesh) as the first and Founding Franchisee of “Aurel Forever Yours®”

Dear Sir / Madam,

Pursuant to Regulation 30 read with Part B of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), we wish to inform you that the Company has, on Sunday, 11 October 2026, executed a Franchise & Growth Agreement with **M/s Dharam Pal Bullion & Jewels**, a partnership firm having its principal place of business at Near Laxmi Narayan Temple, Dogra Bazaar, Chamba, Himachal Pradesh – 176310.

Under the said Agreement, the firm has been appointed as an authorised franchisee and the **Founding Franchisee** of the Company’s retail brand “Aurel Forever Yours®”, with exclusive franchise rights for the Aurel brand in Chamba District, Himachal Pradesh.

The Agreement has been executed substantially in the standard form approved by the Board of Directors at its meeting held on 22 September 2026, under which the Managing Director and the Whole-time Director & CFO were severally authorized to appoint franchisees and finalize franchise agreements.

This is the first franchise outlet of the Aurel Forever Yours® network and marks the commencement of the Company’s franchise-led retail expansion for its physical gold and silver bullion, jewellery and allied products. The franchised outlet at Dogra Bazaar, Chamba was inaugurated on 11 October 2026.

The details required under the SEBI circulars issued under Regulation 30 are enclosed as **Annexure I**, and a brief profile of the franchisee is enclosed as **Annexure II**.

This intimation is also being hosted on the Company’s website at www.amanaya.in in terms of Regulation 46 of the Listing Regulations.

Kindly take the above on record.

Thanking you,
Yours faithfully,

For Amanaya Ventures Limited

Gurpreet Kaur
Company Secretary & Compliance Officer
Membership No.: ACS A41866
Place: Amritsar

Gurpreet Kaur
Digitally signed by
Gurpreet Kaur
Date: 2026.10.12 22:11:14
+05'30'

ANNEXURE I

DETAILS OF THE AGREEMENT

Disclosure under Regulation 30 read with Part B of Schedule III of the Listing Regulations and the SEBI circulars prescribing disclosure of agreements

Sr.	Particulars	Details
(a)	Name(s) of parties with whom the agreement is entered	M/s Dharam Pal Bullion & Jewels, a partnership firm under the Indian Partnership Act, 1932 (GSTIN 02ABAFD3049B1ZA; PAN ABAFD3049B), Chamba, Himachal Pradesh.
(b)	Purpose of entering into the agreement	Appointment of the firm as authorised franchisee and Founding Franchisee to establish and operate the first Aurel Forever Yours® retail outlet, for retail sale of the Company's approved gold and silver bullion, jewellery and allied products, and facilitation of the Company's purchase plans and services.
(c)	Shareholding, if any, of the Company in the entity with whom the agreement is executed	Nil. The Company is not a partner in, and holds no interest in, the franchisee firm.
(d)	Significant terms of the agreement (in brief)	(i) Term of 5 years from 11 October 2026, renewable for 5 years with priority renewal; 12-month lock-in for the franchisee. (ii) Exclusive Aurel brand rights in Chamba District, with a right of first refusal on new outlets in the territory and adjacent areas. (iii) One-time Franchisee Processing Fee of Rs. 10,000 plus GST; no royalty or recurring franchise fee during the initial term. (iv) Products supplied by the Company at base cost plus an agreed supply margin and minting charges; commission payable to the franchisee on facilitated plan enrolments and AMANTRA sales. (v) Exclusive sourcing of Aurel-branded products from the Company; brand, IP and customer data remain with the Company. (vi) Buy-back of sealed, untampered Aurel bullion on expiry or termination. (vii) Arbitration seated at Amritsar.
(e)	Special rights such as right to appoint directors, first right to share subscription, restrictive covenants	No right to appoint directors or subscribe to shares. Customary franchise covenants apply: exclusive sourcing, brand-use restrictions, confidentiality, and 12-month post-term non-solicitation of plan customers.
(f)	Whether the parties are related to the promoter / promoter group / group companies in any manner; if yes, nature of relationship	The partners of the franchisee are members of the maternal family of Mr. Manan Mahajan, Promoter and Whole-time Director & CFO. Neither the promoter, any promoter group entity nor any group company holds any partnership interest in the franchisee.

Sr.	Particulars	Details
(g)	Whether the transaction falls within related party transactions; if yes, whether done at arm's length	No. The franchisee is not a “related party” of the Company under Section 2(76) of the Companies Act, 2013 or Regulation 2(1)(zb) of the Listing Regulations. The agreement is on the Board-approved standard terms applicable to all franchisees and is at arm's length.
(h)	Issuance of shares to the parties	Not applicable.
(i)	Any other disclosures, e.g. nominee directors or potential conflict of interest	No nominee director. The Company has no financial exposure to the franchisee other than trade receivables arising in the ordinary course of supply.
(j)	Termination or amendment of agreement	Not applicable — new agreement.

ANNEXURE II
PROFILE OF THE FRANCHISEE

Particulars	Details
Name	M/s Dharam Pal Bullion & Jewels
Constitution	Partnership firm under the Indian Partnership Act, 1932
GSTIN	02ABAFD3049B1ZA (Regular; registered w.e.f. 2 September 2026)
PAN	ABAFD3049B
Principal place of business	Near Laxmi Narayan Temple, Dogra Bazaar, Chamba, Himachal Pradesh – 176310
Partners	Mr. Ashok Mahajan, Mrs. Tanvi Sharma, Mr. Ritesh Mahajan, Mr. Rajesh Kumar, Mr. Rishab Mahajan
Working partners	Mrs. Tanvi Sharma, Mr. Ritesh Mahajan, Mr. Rishab Mahajan
Business	Trading, retail and dealing in gold and silver bullion, jewellery, silverware and allied articles
Background	The partners belong to a Chamba business family with established interests in cloth trading, restaurant and hotel businesses
Territory under franchise	Chamba District, Himachal Pradesh (exclusive)

For Amanaya Ventures Limited

Gurpreet Kaur
Company Secretary & Compliance Officer
Membership No.: ACS A41866

**Gurpreet
Kaur**

Digitally signed by
Gurpreet Kaur
Date: 2026.10.12
22:11:41 +05'30'