

October 14, 2025

To,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400 001.  
Scrip Code: 512038

**Sub.: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Dear Sir/Ma'am,

In continuation with our intimation dated October 9, 2025 and pursuant to regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**"), we wish to hereby inform that the Board of Directors in its meeting held today i.e. on Tuesday, October 14, 2025, has considered and approved the acquisition of (i) 30,04,692 Compulsorily Convertible Preference Shares (CCPS) (constituting 99.69% of the CCPS) and (ii) 3,35,79,948 equity shares (constituting 94.80% of the Equity Shares); collectively, constituting 95.18% stake of Pepperfry Limited ("**Pepperfry**") on a fully-diluted basis from its existing shareholders ("**Sellers**"), under a share acquisition agreement / share swap arrangement and executed the share acquisition agreement / share swap agreement.

The details required to be disclosed under Regulation 30 of the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are provided in **Annexure-A**.

The meeting of Board of Directors commenced at 5:00 P.M. (IST) and concluded at 7:00 P.M. (IST).

Kindly take the same on records.

Thanking You,  
For TCC Concept Limited

Isha Arora  
Company Secretary & Compliance Officer  
Membership No.: A74828

Enclosed: Annexure A

**TCC Concept Limited**

Regd. Office: 5<sup>th</sup> Floor, VB Capitol Building, Range Hill Road, Opp. Hotel Symphony, Bhoslenagar, Shivajinagar,  
Pune-411007 | CIN: L68200PN1984PLC222140 | Tel.: 020 2952 0104  
Email Id: [compliance@tccltd.in](mailto:compliance@tccltd.in) | Website: [www.tccltd.in](http://www.tccltd.in)

Sr. No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.;	<p>Name: Pepperfry Limited (“<b>Pepperfry</b>”)</p> <p><u>About Pepperfry:</u>  Founded in 2012 by Late Mr. Ambareesh Murty and Mr. Ashish Shah, Pepperfry is India’s largest omnichannel furniture and home goods e-commerce marketplace. With a robust supply chain, 150+ studios across 100+ cities, and Assisted Buying services, it ensures a seamless customer experience. Pepperfry has redefined how India shops for furniture and home décor.</p> <p>Turnover for FY 2025: Rs. 164.18 Crores</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	No, acquisition of Pepperfry does not qualify as related party transaction and none of the promoters or members of the promoter group or directors of the Company are interested in the transaction.
3	Industry to which the entity being acquired belongs;	Online Market Place (E-Commerce)
4	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	The acquisition of Pepperfry is intended to strengthen the Company’s presence in the e-commerce and digital marketplace space, complementing its core focus on technology-driven platforms. By integrating Pepperfry’s established furniture and home goods marketplace with the Company’s innovation and digital expertise, the Company aims to enhance customer experience, create operational synergies, and unlock new growth opportunities. This acquisition is in line with the Company’s vision of building scalable and technology-enabled consumer platforms.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	The proposed acquisition requires approval of the shareholders of the Company as well as the stock exchange, in accordance with the applicable provisions of the Companies Act, 2013 and the SEBI Regulations along with any

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		other approvals as may be prescribed under applicable laws.
<b>6</b>	Indicative time period for completion of the acquisition;	The Company will complete the acquisition by allotting equity shares through a preferential issue within 15 days from the date of passing of the shareholders' resolution. Provided that, if the allotment is pending due to any approval(s) or permission(s) from any regulatory authority or body or stock exchange, the Company shall complete the allotment within 15 days from the date of receipt of last such approval(s) or permission(s). The acquisition is expected to be completed by [December 15, 2025]
<b>7</b>	Consideration - whether cash consideration or share swap or any other form and details of the same;	Share swap.  The Company will issue 1,18,19,109 (One Crore Eighteen Lakh Nineteen Thousand One Hundred Nine) Equity Shares under the Share Acquisition Agreement in consideration for equity shares of Pepperfry.
<b>8</b>	Cost of acquisition and/or the price at which the shares are acquired	Cost of Acquisition - Rs. 6,59,44,06,861 (Rupees Six Hundred Fifty-Nine Crore Forty-Four Lakh Six Thousand Eight Hundred Sixty-One) for 95.18% stake of Pepperfry on fully-diluted basis
<b>9</b>	Percentage of shareholding / control acquired and / or number of shares acquired;	The Company will acquire 3,35,79,948 equity shares and 30,04,692 Compulsorily Convertible Preference Shares (CCPS) (representing 95.18%) of Pepperfry on a fully-diluted basis.
<b>10</b>	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Brief Background: Please refer point 1 above.  Date of Incorporation: July 25, 2011  Line of business: The Company is an online marketplace provider hosting an e-commerce platform facilitating sale of home décor items and furniture to customers by third party vendors. Further, the Company is the holding company of (i) Pepperfry Modular Private Limited, (ii) Clouddio Sleep Private Limited, and (iii) Pepcart Logistics Private Limited.  Last 3 Years Turnover:

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		<p>FY 2024-25 – Rs. 164.18 Crores FY 2023-24 – Rs. 188.99 Crores FY 2022-23 – Rs. 272.40 Crores</p> <p>Presence and Incorporation: India</p>
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