

To,
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza'. C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051
Symbol: SBC

To,
Listing Department
BSE Limited
P.J. Towers, Dalal Street
Mumbai-400001
Scrip Code: 542725

Subject: Intimation of Appointment of Mr. Sourabh Raaj Jain as Brand Ambassador of SBC Exports Limited

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that SBC Exports Limited has appointed **Mr. Sourabh Raaj Jain, a renowned Indian actor, as the brand ambassador of the company** for a period of 2 (Two) years, executed on 12.08.2024 and was effective from 05th day of August, 2024.

Mr. Sourabh Raaj Jain is a highly respected and recognized figure in the entertainment industry, known for their excellent acting skills. We believe that this association will enhance the brand image of SBC Exports Limited and align with our company's values and goals.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are as follows:

1. **Reason for Change:** Appointment of Mr. Sourabh Raaj Jain as Brand Ambassador.
2. **Date of Appointment:** 05th day of August, 2024.

3. **Brief Profile of the Actor:** *Sourabh Raaj Jain is an Indian actor in Hindi television. He gained a household name with his portrayal of Krishna in Mahabharat (2013–2014), that met with nationwide acclaim and proved to be a "game-changer" for him. His portrayal of Vishnu in Devon Ke Dev...Mahadev and Shiva in Mahakali — Anth Hi Aarambh Hai also received critical appraisal. Other notable television shows to his credit include Kasamh Se, Uttaran, Chandragupta Maurya and Patiala Babes. Sourabh Raaj Jain has participated in the reality shows Nach Baliye 9 (2019) and Khatron Ke Khiladi 11 (2021). and has recently turned anchor for a news channel.*



4. **Disclosure of Relationships between Directors:** "None"



We request you to kindly take the above information on record.

Thanking you

For SBC Exports Limited

Hariom Sharma
Company Secretary and Compliance Officer
M. No. A41738

CIN: L18100UP2011PLC043209

Corp. Office : 49/95, Site-IV, Sahibabad Industrial Area, Ghaziabad, Uttar Pradesh - 201010

Head Office : House No. 20, Lohiya Talab, Choti Basahi, P.O. Vindhyachal Mirzapur, Uttar Pradesh - 231307

Tel. : 0120-2895246, **Cutomer Care :** +8303-300-100, **E-mail :** info@sbcelexportslimited.com, **Web. :** www.sbcelexportslimited.com