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Date: 24.05.2024

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: Press Release

Dear Sir/Madam,

Please find enclosed the press release titled **"Unveiling Ambitious Expansion Strategy: Retail Stores, Franchise Model, and Exports at the Forefront for Next 5 years."**

This information will also be hosted on the Company's website, at www.sbcexportslimited.com

This is for your information and records.

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, Customer Care : +8303-300-100, E-mail : info@sbcexportslimited.com, Web. : www.sbcexportslimited.com



Unveiling Ambitious Expansion Strategy:

Retail Stores, Franchise Model, and Exports at the Forefront for Next 5 years.

SBC Exports Limited, a pioneering force in the realm of global trade, today announces an electrifying leap forward in its trajectory with a comprehensive blueprint for expansion for Next 5 years. Focused on amplifying its market presence and fostering innovative growth avenues, the Company reveals plans to venture into the realms of Retail, Franchising, and Exports, marking a significant milestone in its journey toward Global Prominence.

Leveraging its robust infrastructure, unwavering commitment to quality, and a deep understanding of consumer needs, the company is poised to redefine the landscape of commerce with its multifaceted expansion strategy.

The Company's Next 5 Year strategic plan focuses on expanding through a Franchise Model, Boosting Online Sales, establishing Retail Stores, increasing Exports, and Securing New Government Projects.

Franchise Model: Recognizing the power of collaboration and local expertise, SBC Exports Limited is set to introduce a dynamic franchise model, inviting passionate entrepreneurs to join its global network. Empowering individuals to own and operate their own SBC Exports outlets, this initiative promises to unlock new avenues of growth while fostering entrepreneurship and creating employment opportunities within communities.

Its focus to develop a comprehensive franchise package, including brand guidelines, training programs, and marketing support and to Identify and onboard franchise partners in key urban and semi-urban locations.

Company aims to Launch 50 franchise stores in high-potential markets.

Retail Stores: In a strategic move to enhance accessibility and engage directly with consumers, SBC Exports Limited will be establishing a network of flagship retail stores in key markets worldwide. These meticulously curated spaces will not only showcase the Company's diverse range of products but also serve as experiential hubs, fostering meaningful connections with customers and driving brand loyalty.

Company has decided to open 30 Retail Stores in Tier -2 or Tier 3 cities.

Exports: Building on its sterling reputation as a trusted exporter of high-quality goods, SBC Exports Limited is poised to scale new heights on the global stage. With a keen focus on expanding its footprint in emerging markets and forging strategic partnerships with international distributors, the company is primed to capitalize on burgeoning opportunities and drive exponential growth in its export division.

The company also plans to increase export volume by 30%, by expanding into emerging markets in Asia, Africa, and South America. It plans to establish regional offices in key export markets to facilitate operations and develop a dedicated export division to streamline processes and improve efficiency.

Additionally, the company looks to Expand export operations to new markets, whereby the company will conduct market research to identify potential countries for export expansion, Establish partnerships with international distributors and retailers, and Participate in global trade shows and exhibitions to showcase its products.

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As a part of its extended expansion plan, the company will look to Secure new government projects to supply garments and manpower, Strengthen its government relations and expand its network within relevant ministries and departments, Respond to tenders and bids for government contracts with competitive proposals and Ensure compliance with all regulatory requirements and standards for government contracts.

As SBC Exports Limited embarks on this transformative journey, stakeholders can anticipate a future defined by unparalleled growth, innovation, and prosperity.

About SBC Exports Limited

In the realm of trade, SBC Exports Limited stands as a testament to three decades of dedication and innovation. The company was founded in 1991. Expanding its horizons, the company diversified into Hosiery Fabrics & Garments Trading, establishing manufacturing units in Mirzapur and Sahibabad Industrial Area, Ghaziabad. Under brand names like “SBC DESIGN+,” “F-ROUTE,” and “IEDEE,” it crafts a diverse range of high-quality apparel for all ages and genders, encompassing T-shirts, denims, sweatshirts, trousers, jackets, leggings, and more.

Through its subsidiary, Mauji Trip Limited, the company curates diverse travel experiences, from cultural and adventure tours to religious pilgrimages and wildlife expeditions across India. It caters to a wide array of destinations across India, from the serene Himalayas to the vibrant coral life of Andaman and the rich heritage of Rajasthan. Customized holiday packages tailored to clients' preferences and budgets underscore the company's commitment to personalized service. Operating round-the-clock, the company ensures a seamless and unforgettable travel experience for its patrons.

Disclaimer:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding the success of our investments, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, our ability to successfully implement our strategy, our research and development efforts, changes in the value of the Rupee and other currency changes, intense competition in the industry including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. SBC Exports Limited may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Board of India, Stock Exchange and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

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