



Ref: D/2025-26/32

Date: 09.10.2025

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 under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for Execution of Sponsorship Agreement with K.P.H. Dream Cricket Private Limited.**

Dear sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that **SBC Exports Limited** ("the Company") has entered into a **Sponsorship Agreement** with **K.P.H. Dream Cricket Private Limited**, the company that owns and operates the Indian Premier League (IPL) team **Punjab Kings (formerly Kings XI Punjab)**.

Under the said agreement, **SBC Exports Limited** will act as a Sponsorship partner to **promote and market its apparel brand "F-Route"** through association with the **Punjab Kings** team. The collaboration aims to enhance brand visibility and strengthen market presence by leveraging the popularity and reach of the Punjab Kings franchise.

We are hereby submitting the Additional Details Required under SEBI Circular dated November 11th, 2024 (SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123), under Regulation 30 of SEBI (LODR) Regulations, 2015 (**Enclosed Annexure A**).

This is for your information and 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 : 9, Lohiya Talab, Chhoti 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

**Details Required under SEBI Circular dated November 11th, 2024 (SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123), under Regulation 30 of SEBI (LODR) Regulations, 2015**

Sr. No.	Particulars	Details
1.	Name of the counterparty / parties with whom agreement is entered	K.P.H. Dream Cricket Private Limited (owner/operator of the IPL team "Punjab Kings" / formerly Kings XI Punjab)
2.	Nature of the agreement	Brand Promotion/Sponsorship Agreement
3.	Purpose & Salient terms	To promote and market the Company's apparel brand "F-Route" by leveraging the brand visibility of Punjab Kings. No shareholding or control rights are conferred. The parties shall carry out mutual marketing, merchandising and promotional campaigns in connection with the IPL franchise.
4.	Duration / term of the agreement	1 <sup>st</sup> January 2026 to 31 <sup>st</sup> December 2026
5.	obligations / commitments	<ul style="list-style-type: none"> <li>• All payments under this Agreement shall be exclusive of any applicable any GST.</li> <li>• The Company shall be permitted to use the Team name and logos as well as names, images and digital signatures of Team players.</li> <li>• Franchisee shall have sole and absolute operational control of the Team and shall have undisputed ownership of all Intellectual Property Rights relating thereto.</li> </ul>
6.	Performance milestones, deliverables, termination rights	<p>Franchisee and the Company, may forthwith terminate this Agreement immediately under any following condition ,</p> <p>(a) in the event of a remediable breach of this Agreement by the other Party that remains uncured for a period of thirty (30) days after written notice of breach to such other Party;</p> <p>(b) in the event of any irremediable material breach of this Agreement by the other Party;</p> <p>(c) if there is a Change of Control of the other Party, or if the other Party sells</p> <p>(d) or otherwise disposes of a significant part of its assets to a third party; or</p>
7.	Impact (if quantifiable) on business / operations / revenue	Not Applicable
8.	Relationship between the parties (if any)	No Parties are related among each other