

ETHOS LIMITED

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Dated: December 1, 2022

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001

(Scrip Code : 543532)

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400 051
(Trading symbol : ETHOSLTD)

ISIN : INE04TZ01018

Subject : Press Release

Dear Sir/Ma'am

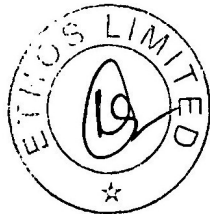
Greetings from Ethos.

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith the press release titled as **'Ethos Limited Signs Exclusive Retail Partnership With Trilobe, To Launch The Fine Watchmaking Brand In India'** being issued by the Company for the information of our valued investors.

We would request you to please take the same in your records and oblige.

Thanking you

Yours truly
For **Ethos Limited**



Anil Kumar
Company Secretary & Compliance Officer
Membership no. F8023

Encl.: as above

PRESS RELEASE



Ethos Limited Signs Exclusive Retail Partnership With Trilobe, To Launch The Fine Watchmaking Brand In India

New Delhi, November 30th, 2022: Ethos Limited has signed an exclusive partnership deal with contemporary watch brand Trilobe, to bring the finest of *haute horlogerie* to the Indian market. With this partnership, Ethos Watch Boutiques will exclusively retail Trilobe across India and the selection will be available from early 2023. The core range will include models from all Trilobe watch collections — Les Matinaux, Nuit Fantastique, Secret, and Une Folle Journée.

Trilobe has been nominated for the esteemed Grand Prix d'Horlogerie de Genève (GPHG) — often touted as the 'Oscars' of the watch industry — every year since their launch. They won the prestigious 'Petite Aiguille' prize for the ingenious Nuit Fantastique Dune timepiece at the GPHG Award ceremony held in Geneva earlier this year.



“In just a few years, Trilobe has made a mark in the watch industry, with timepieces that are inventive and innovative. And that’s no mean feat,” says Yashovardhan Saboo, Founder and Managing Director, Ethos Limited. “Ethos is thrilled to become the exclusive retail partner for Trilobe in India. It’s time for India’s watch aficionados to experience the brand first-hand. We look forward to a fruitful association.”

About Trilobe

Challenging traditional timekeeping conventions, Trilobe creates watches that indicate time through a three-ringed display sans the hands. Since its inception by founder Gautier Massonneau, the Swiss-made watches have generated a lot of buzz owing to their off-beat approach to fine watchmaking.

The brand offers three primary collections and one sub-collection, each driven by its proprietary movement — Calibre X-Centric that enables the unique Trilobe time-reading language. The brand was launched with the Les Matinaux line and later expanded with Nuit Fantastique. Une Folle Journée is Trilobe's latest and most expensive watch model, whereas Secret is a special sub-series of Les Matinaux and Nuit Fantastique. Trilobe watches manifest a young attitude and bold style with their neat and distinctive form.

About Ethos Limited (BSE: 543532; NSE: ETHOSLTD)

Ethos Limited is one of India's largest luxury and premium watch retailer, founded in the year 2003 and publicly listed on BSE Limited and National Stock Exchange of India Limited since 30th May, 2022.

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