

05th July, 2024

To,
National Stock Exchange of India Limited
Listing Compliance Department,
Exchange Plaza, Plot No. C – 1,
Block - G, Bandra Kurla Complex,
Bandra (E), Mumbai – 400051

NSE Symbol – KORE; ISIN – INE0J6801010

Sub.: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Dear Sir/Madam,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Press Release titled “**Jay Jalaram Technologies Limited Secures Distribution Rights for "Honor" Brand in Seven Indian States with Four-Year's Agreement**”.

You are requested to take the aforesaid on record.

Thanking you,
Yours faithfully,
For Jay Jalaram Technologies Limited

Mukesh Prajapat
Company Secretary & Compliance Officer

Encl: As above





Jay Jalaram Technologies Limited Secures Distribution Rights for "Honor" Brand in Seven Indian States with Four-Year's Agreement

Mumbai, 05th July 2024 - Jay Jalaram Technologies Limited (NSE SYMBOL: KORE), is engaged in multi-brand retail selling of Smartphones, Consumer durable electronics goods, has entered into a non-exclusive distribution agreement with HonorTech Universal Private Limited for a period of four years, starting July 3, 2024. This agreement grants Jay Jalaram Technologies Limited the rights to sell and distribute products under the "Honor" brand in seven Indian states: Gujarat, Madhya Pradesh, Uttar Pradesh, Chhattisgarh, Rajasthan, Maharashtra, and Uttarakhand.

This marks a significant milestone for Jay Jalaram Technologies Limited, expanding its product portfolio and market reach. By securing distribution rights for the "Honor" brand, the company is poised to tap into new customer segments and strengthen its presence across seven key Indian states. This move not only diversifies the company's offerings but also demonstrates its commitment to growth and adaptability in the dynamic technology market. The non-exclusive nature of the agreement allows for flexibility while leveraging the reputation of the "Honor" brand, potentially leading to increased sales, enhanced market share, and improved financial performance over the next four years.

With the addition of the "Honor" brand to its distribution portfolio, Jay Jalaram Technologies Limited has expanded its reach, signaling a significant increase in brand diversity and positioning the company for accelerated growth across multiple market segments in seven strategically important Indian states.

Mr. Kamlesh Thakkar, Chairman & Managing Director of Jay Jalaram Technologies Limited, proudly highlighted the company's achievement, stating: "Execution of Distribution Agreement with HonorTech Universal Private Limited marks a pivotal moment for our company. Securing the distribution rights for the 'Honor' brand across seven key states not only expands our product portfolio but also reinforces our commitment to growth and market adaptability. We are confident that this agreement will drive significant sales growth and enhance our market presence, propelling Jay Jalaram Technologies Limited to new heights."

About Jay Jalaram Technologies Limited:

Incorporated in 2012, Jay Jalaram Technologies has established itself as a key player in the consumer electronics retail market. The company specializes in selling mobile handsets, mobile accessories, and related products under its proprietary brand names: KORE, EROK, SIMRON, and General Electronics.

With over 220 stores primarily located in Gujarat, Uttar Pradesh, Delhi, and Haryana, it has built a robust and diverse business model to thrive in a highly competitive industry. The company excels in multi-brand retailing, offering a wide range of smartphones and accessories from leading manufacturers, as well as consumer durable electronics from major brands.

This extensive product lineup ensures that Jay Jalaram Technologies meets the varied needs of its customers, solidifying its position as a significant player in the market.

In FY24, the company achieved a Total Income of ₹539.54 Cr, EBITDA of ₹10.77 Cr and PAT of ₹4.86 Cr.

Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

For Further Information Please Contact

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