



KORE[™]
MOBILE

JAY JALARAM TECHNOLOGIES LIMITED

PAN - AACCCJ7565J

CIN - L32202GJ2012PLC068660

12th August, 2023

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

Ref.: Company Symbol - KORE; ISIN - INE0J6801010

Sub.: Media Release

Ref.: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation of our earlier announcement dated 9th August, 2023, we are enclosing herewith a copy of the media release titled **“KORE MOBILE-INDIA’S FASTEST GROWING MOBILE RETAIL CHAIN, PARTNERS WITH CRICKET IRELAND”** being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,
Yours faithfully,
For Jay Jalaram Technologies Limited
(Formerly known as Jay Jalaram Technologies Pvt. Ltd.)

Mukesh Prajapat
Company Secretary & Compliance Officer

Encl: As above



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MOST TRUSTED MOBILE RETAIL CHAIN IN INDIA

JAY JALARAM TECHNOLOGIES LIMITED**MEDIA RELEASE****KORE MOBILE-INDIA'S FASTEST GROWING MOBILE RETAIL CHAIN,
PARTNERS WITH CRICKET IRELAND**

Delhi, 12th August 2023: Kore Mobile, India's fastest growing Mobile retail chain, announced today that they will be the Official Sponsors of the Ireland Cricket Team for the upcoming series against India. The sponsorship will see Kore Mobiles' brand presence on the leading arm of the Irish team jersey as well as visibility across social media and on ground branding.

Kore Mobile who has over 170 stores spread across Gujarat and UP are looking to expand their brand visibility as they aim for a rapid expansion of self-owned and franchise outlets across the country's capital and other northern states in the next 12 months. Speaking on their association with Ireland Cricket, **Mr. Kamlesh Thakkar, Chairman & Managing Director**, Kore Mobile said, *"We are very excited to extend our support to Cricket Ireland through this sponsorship. Ireland has grown from strength to strength on the field and we feel that their journey resonates with Kore's growth over the last few years, we look forward to a long and fruitful association with the team. This partnership will help us reach out to our wide customer base of smart phone users who are cricket lovers across the country."*

Kore Mobile are also scheduled to launch 5 new outlets to coincide with the start of the series across Delhi in locations such as Najafgarh, Sagarpur Chhawala, Jail Road and Narayana. Kore joins an illustrious list of Indian brands such as Amul who have chosen to sponsor the Ireland cricket team, inspired by their remarkable performances over the last few years especially at ICC events.

Cricket Ireland Quote

India will travel to Ireland for a 3 match T20I series kicking off on the 18th of August 2023, which is likely to be keenly watched as it marks the comeback of Jasprith Bumrah who will be leading the side, the Indian squad will also have the likes of Sanju Samson, Prasidh Krishna, Ravi Bishnoi and Washington Sunder all of whom will be hoping for a good showing in the lead up to the ODI World Cup.

All the matches will be played at the Malahide Cricket Club Ground, and India are likely to face stiff competition from the Men in Green, who under Paul Stirling's captaincy have recently qualified for the ICC T20 World Cup in 2024 and will be keen to prove their mettle.



JAY JALARAM TECHNOLOGIES LIMITED

MEDIA RELEASE

About Kore Mobile

Kore Mobile, owned by Jay Jalaram Technologies Limited, is listed on National Stock Exchange of India Limited ("NSE") Emerge Platform since 8th September, 2022. The Corporate Identification Number of the Company is L32202GJ2012PLC068660. At KORE Mobile, we redefine mobile retail with a commitment to bridging the gap between cutting-edge technology and accessible affordability. As a premier retail chain, we curate a spectrum of phones, ranging from flagship marvels to budget-friendly gems, ensuring every customer finds their perfect device. Our growth is marked by an unwavering dedication to customer-centricity. We pride ourselves on understanding your needs and aspirations, seamlessly guiding you through an array of choices to match your lifestyle. Under our brand names, KORE and EROK, we retail Apple, Samsung, Oppo, Realme, Nokia, Vivo, Xiaomi, Redmi, Techno and One Plus. We are also engaged in multi-brand retail selling of consumer durable electronics goods like Smart TVs, Air Conditioners, Fridges, Coolers etc. from brands like TCL, Haier, Diakin, Voltas, Mi, Realme, OnePlus, Xiaomi etc.

For further details on this media release, please contact:

Mukesh Prajapat

Company Secretary & Compliance Officer

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