



SAT KARTAR SHOPPING LIMITED

Dated: 02.01.2026

To,
The Manager
Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai-400051

SYMBOL: SATKARTAR
ISIN: INE0NB801022

Subject: Intimation of Incorporation of Subsidiary

Dear Sir,

With reference to our earlier intimation to exchange dated 23rd December, 2025 with respect to proposal to Incorporate Subsidiary of Sat Kartar Shopping Limited we wish to inform you in pursuant to Regulation 30 and other applicable provisions of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") read with SEBI Circular no. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ("SEBI Circular"), "Sat Kartar Ocean Private Limited" CIN No. "U73100DL2026PTC460872" has been incorporated as a Subsidiary of the "Sat Kartar Shopping Limited" with effect from 1st Day of January, 2026.

The details as required under Listing Regulations read with SEBI Circular in relation to the subsidiary is enclosed as **Annexure -A**.

Certificate of Incorporation (COI) issued by Registrar of Companies (ROC) on 1st Day of January, 2026 has been enclosed herewith.

We request you to kindly take the above information on record.

Thanks & Regards,

Sonal Seth
Digitally signed by
Sonal Seth
Date: 2026.01.02
12:28:03 +05'30'

Sonal Seth
Company Secretary & Compliance Officer
Place: New Delhi
Date: 02.01.2026
Encl: As above

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Annexure – A

Information as required under Regulation 30 read with Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Master Circular bearing Ref. No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11,2024.

S. No.	Particulars	Details
1.	Name of the target entity/ company to be incorporated , country of Incorporation details in brief such as size, turnover etc.;	Name: Sat Kartar Ocean Private Limited Country of Incorporation: India. Turnover: Nil as the company is the newly incorporated company Size of the Company: Company is incorporated with Authorized and Paid up Share Capital of INR. 1,00,000/-.
2.	Whether the incorporation of subsidiary would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired/ incorporated? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	Yes, the incorporation of Subsidiary company falls under related party transaction(s) (RTP). Yes, promoter/ promoter group has interest in the entity being incorporated to the extent of their shareholding, however the transaction is done at arm’s length price.
3.	Industry to which the entity being incorporated belongs	The company is incorporated to undertake advertising and allied marketing activities, including digital, print and media-related services promotional campaigns and other related advertising services.
4.	Objects and impact of incorporation (including but not limited to, disclosure of reasons for incorporation of target entity, if its business is outside the main line of business of the listed entity);	Objects: To carry on the business of advertising, marketing, branding, publicity, media planning and buying, digital marketing, social media marketing, public relations, promotional campaigns, market research, brand strategy, creative design, content creation, event promotion, influencer marketing,

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		<p>outdoor advertising, print, electronic and online advertising, and to provide complete advertising and marketing solutions for individuals, firms, companies, corporates, government bodies and other organizations in India or abroad. To conceive, design, create, develop, produce and execute advertising campaigns through all modes and media including print, digital, electronic, social media, internet, outdoor, hoardings, signage, television, radio, cinema, mobile and any other present or future media or communication channels.</p> <p>Impact of Incorporation :</p> <p>Sat Kartar Ocean Private Limited is incorporated as subsidiary to function as a dedicated advertising agency, enabling the group to access industry-standard agency discounts and negotiated media rates that are not available to end-advertisers, thereby improving cost efficiency and advertising ROI.</p>
5.	Brief details of any governmental or regulatory approvals required for the incorporation	N.A.
6.	Indicative time period for completion of the incorporation ;	Incorporated on 1 st Day of January, 2026
7.	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash/ Banking Channel
8.	Cost of subscription / price at which the shares are subscribed	Equity Shares subscribed by Sat Kartar Shopping Limited at Rs. 81000/- (INR Eighty One Thousand Only) in cash.

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9.	Percentage of shareholding / control by the listed entity and / or number of shares allotted	81% of the share capital of Sat Kartar Ocean Private Limited is held by Sat Kartar Shopping Limited i.e. 8100 equity shares of Rs. 10/- each.
10.	Brief background about the entity acquired/ incorporated in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>Sat Kartar Ocean Private Limited is incorporated as subsidiary to undertake the business of advertising, marketing, branding, publicity, media planning and buying, digital marketing etc.</p> <p>Date of Incorporation : 01.01.2026</p> <p>Turnover : Not applicable (It is a newly incorporated Company and is yet to commence its business)</p> <p>Country in which the incorporated entity has presence: India.</p>



**GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS**

Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that SAT KARTAR OCEAN PRIVATE LIMITED is incorporated on this FIRST day of JANUARY TWO THOUSAND TWENTY SIX under the Companies Act, 2013 (18 of 2013) and that the company is Company limited by shares

The Corporate Identity Number of the company is **U73100DL2026PTC460872**

The Permanent Account Number (PAN) of the company is **ABSCS2931G***

The Tax Deduction and Collection Account Number (TAN) of the company is **DELS18079M***

Given under my hand at Manesar this FIRST day of JANUARY TWO THOUSAND TWENTY SIX

Signature Not Verified

Digitally signed by
DS MINISTRY OF CORPORATE
AFFAIRS , CRC MANESAR 2
Date: 2026.01.01 14:55:16 IST

Mohit Kumar

Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on mca.gov.in

Mailing Address as per record available in Registrar of Companies office:

SAT KARTAR OCEAN PRIVATE LIMITED

603,6th Floor, Mercantile, House, K.G.Marg, Connaught Place, New Delhi, Central Delhi- 110001, Delhi

*as issued by Income tax Department

