

Date: 11/07/2024

To,
The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra(E),
Mumbai- 400 051

NSE SYMBOL : FONEBOX,

ISIN : INE0Q4701019

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

Dear Sir,

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 "Fonebox Retail Limited to foray into Maharashtra; plans to launch 25 stores in FY 2025".

You are requested to take the aforesaid on record.

For, Fonebox Retail Limited

Charmi Shah
Company Secretary & Compliance Officer



Fonebox Retail Limited to foray into Maharashtra; plans to launch 25 stores in FY2025

- *Currently the Company has 181 stores in Gujarat under the brand names - "FONEBOX", "FONEBOOK" and "MY MOBILE"*
- *The Maharashtra foray will be a part of its national strategy*
- *The company got listed on NSE Emerge and raised Rs. 20.37 crore in January 2024 with a primary objective to expand its retail store network*
- *The company is engaged in multi-brand retail selling of smartphones and accessories from manufacturers like Vivo, Apple, Samsung, Oppo, Realme, Nokia, Narzo, Redmi and Motorola.*
- *It is also engaged in multi-brand retail selling of consumer durable electronics goods like Laptop, Smart TVs, Air Conditioners, etc. from brands like TCL, Haier, Lloyd, Daikin, Voltas, Mi, Realme and OnePlus.*

Ahmedabad, July 11, 2024: Fonebox Retail Limited (The Company), a popular mobile and consumer durables retailer in Gujarat, has announced its foray into the state of Maharashtra – with plans to open approx 25 retail stores. The Ahmedabad-headquartered company presently has 181 stores in Gujarat under the brand names - "FONEBOX", "FONEBOOK" and "MY MOBILE". The company was listed on NSE Emerge in February 2024 and raised 20.37 crore – of which, it intended to spend Rs. 13.50 crore towards expanding its retail network.

Commenting on the initiative, **Mr. Manishbhai G. Patel, Promoter & Director, Fonebox Retail Limited**, said, “We have charted our ambition to become a pan-India player in the coming years and Maharashtra is the next destination for our company. Given our multi-brand business model and exhaustive distribution capability, we are poised to expand our presence in western India and therefore lay a robust foundation for future growth.”

The company operates its multi-brand outlets under three brand names: Fonebox, Fonebook and My Mobile, across Gujarat. These stores are further divided into Company Owned and Company Operated (COCO model), and Franchise Owed and Company Operated (FOCO model).

Fonebox Retail is promoted by a group of dynamic and experienced entrepreneurs – Manishbhai Girishbhai Patel, Jigar Lallubhai Desai, Parth Lallubhai Desai, Jigneshkumar Dashrathlal Parekh and Amitkumar Gopalbhai Patel. The retailer commenced its operations in February 2021 under the brand 'Fonebox', and acquired two retail store brands 'Fonebook' and 'My Mobile' later that year.

For more information, please visit: <https://www.fonebook.in/>