



**March 27, 2025**

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

**SYMBOL: EFACTOR**

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

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are pleased to intimate that the Company has appointed M/s Adfactors PR Private Limited having its registered office at City Hall, Oasis Complex, Kamala Mills Compound, Pandurang Budhkar Marg, Lower Parel (West), Mumbai, Maharashtra-400013 as the Investor and Public Relations Agency for providing Investor and Public Relations Advisory Services, with effect from March 26, 2025.

As required under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the SEBI Circular No. SEBI/HO/CFD/CFDPoD1/P/CIR/2023/123 dated July 13, 2023, details are enclosed as "Annexure-I".

This is for your information and records

Thanking you,

**For E Factor Experiences Limited**

**Samit Garg**  
**Managing Director**  
**DIN: 00779016**

As per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 details to be provided while disclosing events given in Part A of Schedule III of the SEBI (LODR) Regulations, 2015 are as under:

Sr. No.	Particulars	Details
1)	Name(s) of parties with whom the agreement is entered;	M/s Adfactors PR Private Limited
2)	Purpose of entering into the agreement	For managing Public Relation activities of the Company
3)	Shareholding, if any, in the entity with whom the agreement is executed	N.A.
4)	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc	Adfactors PR will provide services related to investor relations, including but not limited to, regular communication with investors, preparation of investor presentations, and facilitating interaction between the Company and the investor community.  The appointment is expected to strengthen the Company's investor relations practices and ensure transparent communication with stakeholders.
5)	Whether, the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship;	No
6)	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	Not Applicable
7)	In case of issuance of shares to the parties, details of issue price, class of shares issued;	Not Applicable
8)	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	Not Applicable
9)	In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof.	Not Applicable