



June 24, 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

Subject: Business Update

Dear Sir/Madam,

With reference to the captioned subject, we are enclosing herewith the business update of the Company on the **“Growth Trajectory & IP Strategy”**.

This intimation will also be made available on the website of the Company and can be accessed using the below link:

<https://www.efactorex.com/investors/>

This is for your information and records.

Thanking you,

For E Factor Experiences Limited

Samit Garg
Managing Director
DIN: 00779016



Subject: Growth Trajectory & IP Strategy – Important Business Update

E-Factor Experiences Limited is pleased to inform that, as part of our ongoing strategic roadmap, we are actively pursuing expanded business opportunities across the states of Andhra Pradesh, Maharashtra, and the Northeastern region of India. As a result of these focused efforts, the company aims to achieve a significant increase in revenue in the financial year 2025-26.

In a significant development aligned with our long-term growth vision, E-Factor Experiences Limited is proud to announce the initiation of a dedicated vertical focused on the creation and development of proprietary Intellectual Properties (IPs). This strategic program, internally referred to as *The 15% Project*, envisions that 15% of the company's topline will be driven by original IP-led initiatives, each conceptualized with the expertise of leading industry specialists and designed for scalable impact.

Four distinct IPs have currently been identified under this initiative, each targeting a unique and high-potential segment:

1. **The Bridal Retreat** – A transformative experiential program aimed at the rapidly evolving Indian wedding industry.
2. **Immersive Multimedia Experiences** – Inspired by the global rise of tech enabled journeys, this IP brings curated immersive experiences to Indian and international audiences.
3. **Youth-Driven Large Format Expo** – A purpose-led mega show aligned with the India@2047 vision, targeting young audiences and promoting national pride and progress.
4. **Music Festival with a Twist** – A new-age musical experience that redefines how music festivals are curated, combining culture, technology, and storytelling.

The first of these initiatives, *The Bridal Retreat*, has been formally launched at a press conference in Mumbai and has already received wide media coverage. We are delighted to share that Mr. Karan Johar has come on board as the brand ambassador for *The Bridal Retreat*, bringing with him a distinct voice of cultural influence and aspiration.

Details about this program are available at www.thebridalretreatindia.com, and a full-fledged PR campaign is currently underway, including coverage from leading agencies such as ANI.

The first season of *The Bridal Retreat* will span seven cities between late July and October 2025, followed by a second season scheduled from February to April 2026. Each cohort will comprise 40 participants attending a five-day immersive retreat. The company plans to host 15 such cohorts annually, with a per participant pricing of INR 4,00,000.

A copy of the official press release issued by ANI is enclosed herewith for reference and record.

<https://www.aninews.in/news/business/the-bridal-retreat-announces-karan-johar-as-brand-ambassador-a-new-chapter-in-the-journey-to-i-do20250620121219>