

March 24, 2023

To,
Listing Manager
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street Mumbai-400 001

SCRIP Code: 540205

Sub: Submission of a copy of press release

Dear Sir/Madam,

With reference to the subject cited above, please find attached herewith a copy of Press Release on opening of our 100th Showroom, and first Showroom in Uttar Pradesh.

We request that you take the above information on record.

Thanking you

Yours faithfully

For Aditya Vision Limited

Akanksha Arya
Company Secretary

PRESS RELEASE**Aditya Vision crosses an important Milestone of 100th Store - Opens its First Showroom in Uttar Pradesh**

Patna, March 24, 2023: Aditya Vision (the “Company”), a leading consumer durables and electronics retail company, is proud to announce that today it has crossed the milestone of 100 showrooms and made its entry into Uttar Pradesh by opening its first showroom in Varanasi. The Company preponed the opening of the showroom in Uttar Pradesh due to buoyant market conditions.

Aditya Vision is a dominant player in Bihar with 86 stores and more than 50% market share. Our Company remains committed to its strategy of expanding in under penetrated markets of the Hindi heartland. Our Company today has opened two new showrooms in Bihar, one in Jharkhand along with the first showroom in UP, bringing the total number of store count to 102 and stores in Jharkhand to 15.

Commenting on this critical milestone, Mr. Yashovardhan Sinha, Chairman, and Managing Director of Aditya Vision, said: "A 100 showroom mark is a significant milestone for our company and also marks our foray into an important market of Uttar Pradesh. We opened our 50th store at end of year 2020 and have reached the milestone of 100 showrooms today. This significant store addition demonstrates our ongoing commitment of giving our customers a top-notch shopping experience and strengthening our retail presence in our target markets in the Hindi heartland. We would like to express our gratitude to our employees, whose hard work and dedication have made this milestone possible. We would also like to thank our customers, shareholders and trade partners for their continued trust and support."

The details of the showrooms are as below:

S.No.	Showroom Name
1.	Gaya Islampur Road, Islampur, Nalanda- 801303, Bihar- (99th Showroom)
2.	Dak Bangla Road, Sherghati, Gaya – 824211, Bihar- (100th Showroom)
3.	Bhagalpur Road, Dudhani, Dumka-814101, Jharkhand- (101st Showroom)
4.	Ravindrapuri Colony, Bhelupur, Varanasi- 221010, Uttar Pradesh- (102nd Showroom)