



Phn.: 92122 00000

## ROCKINGDEALS CIRCULAR ECONOMY LIMITED

(Formerly known as TECHNIX ELECTRONICS LIMITED)

Regd. office: Shop Kh No 424 Basement Ghitorni, Gadaipur, New Delhi, South West, Delhi, DL- 110030

Corp. office: 12/3 Milestone Near Sarai Metro Station, Mathura Road, Faridabad, Haryana-121003

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Date: 20<sup>th</sup> June 2024

To,

**National Stock Exchange of India Limited**

Listing Department

Exchange Plaza, C/1, Block G,

Bandra Kurla Complex, Bandra (E), Mumbai –

400051

**Trading Symbol: ROCKINGDCE**

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

**Press Release-Strategic Partnership between Company and M/s Oriana Power Limited**

Dear Sir/Ma'am,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we enclose herewith Press Release informing that the Company has entered into strategic Partnership with **M/s Oriana Power Limited** to promote sustainable Energy Solutions.

The press release will also be available on the website of the Company at [www.rdccl.com](http://www.rdccl.com)

This is for your information and record.

Thanking You,

Yours Faithfully

**For Rockingdeals Circular Economy Limited**

**(Deepika Dixit)**

**Company Secretary & Compliance officer**

**ICSI Membership No: ACS61222**



## Rocking Deals and Oriana Power Limited Announce Strategic Partnership to Promote Sustainable Energy Solutions

**Mumbai – 20<sup>th</sup> June, 2024:** Rockingdeals Circular Economy, (NSE Code – ROCKINGDCE), one of the prominent forces in the B2B and B2C re-commerce sector, specializes in facilitating bulk trading of excess and open-box inventory, alongside offering refurbished products, has announced a strategic partnership with Oriana Power to bolster the distribution and marketing of solar kits across various regions.

This collaboration marks a significant milestone for both companies, leveraging Rockingdeals' extensive network of warehouses and established marketing channels to optimize the availability and visibility of Oriana's high-quality solar solutions.

The memorandum of understanding (MoU) signed between the both the parties is valid for the period of one year from the effective date.

### Key Highlights of the Partnership:

- Purpose and Scope:** The Memorandum of Understanding (MoU) between Rocking Deals and Oriana Power Limited lays the foundation for future binding agreements concerning the utilization of physical space at Rocking Deals stores for promoting Oriana's solar products. This collaboration aims to foster an environment conducive to effective and efficient cooperation, bolstering marketing efforts and enhancing sales initiatives. Both parties are committed to clear objectives and mutual collaboration to promote and sell solar solutions.
- Warehouse Placement:** Oriana Power Limited's range of solar kits will be placed within Rocking Deals' widespread network of warehouses. This strategic move ensures efficient storage and swift distribution, enhancing accessibility for consumers across different regions.
- Marketing Synergy:** By leveraging Rocking Deals' robust marketing channels, Oriana Power Limited aims to amplify its outreach and connect with a broader consumer base. This synergy will play a pivotal role in raising awareness about sustainable energy solutions and promoting their adoption among diverse demographics.
- Supply Chain Efficiency:** The partnership is set to streamline logistics processes, resulting in reduced delivery times and improved customer accessibility to Oriana's innovative solar products. This initiative underscores both companies' commitment to enhancing the customer experience through seamless service and product availability.
- Diversification of Product Offerings:** Adding solar kits to the product lineup introduces an innovative and sustainable solution, attracting environmentally conscious customers and expanding the store's offerings. The presence of Oriana Power Limited's solar kits can attract new customers interested in renewable energy solutions, thereby increasing overall foot traffic to the store.
- Enhanced Brand Image:** Partnering with a renewable energy company demonstrates Rocking Deals' commitment to sustainability and green energy, enhancing the store's brand image and appealing to eco-friendly consumers. The collaboration can generate positive PR, showcasing Rocking Deals as a forward-thinking and environmentally responsible retailer.
- Revenue-Sharing Model** Rocking Deals will benefit from a revenue-sharing model, earning a percentage of sales commission from both central and state levels. Binding deals with other products or offering exclusive deals can drive higher sales volumes and increase overall revenue.

This partnership marks a significant step towards promoting sustainable energy solutions and enhancing customer access to innovative solar products. Both Rocking Deals and Oriana Power Limited are excited about the potential of this collaboration to create a greener and more sustainable future.

**Commenting on the announcement Mr. Yuvraj Aman Singh, Managing Director and Founder of Rockingdeals Circular Economy said,** “We are thrilled to partner with Oriana Power Limited to bring innovative and sustainable energy solutions to our customers. This collaboration not only aligns with our commitment to environmental responsibility but also enhances our product offerings and customer experience. We look forward to a successful partnership that benefits our consumers and promotes the adoption of green energy.

This partnership marks a significant step towards promoting sustainable energy solutions and enhancing customer access to innovative solar products. Both Rocking Deals and Oriana Power Limited are excited about the potential of this collaboration to create a greener and more sustainable future.

Furthermore, the revenue diversification achieved through enhanced product offerings not only boosts the company's revenue growth but also strengthens its market position and brand visibility.”

### **About Rockingdeals Circular Economy Limited**

Established in 2002 and commencing operations in 2005, Rockingdeals Circular Economy Limited boasts over 15 years of expertise in the re-commerce sector. As a pioneering force in the B2B and B2C re-commerce sector, the company specializes in facilitating bulk trading of excess and open-box inventory, alongside offering refurbished products.

Rockingdeals operates via a strong distribution network that spans across metros, Tier I, II, III cities, and even reaches remote regions, with a notable emphasis on the North-east markets. By leveraging this extensive network, the company effectively connects sellers with buyers, providing a vital service to both parties. Sellers benefit from the opportunity to clear surplus inventory efficiently, while buyers gain access to quality products at reduced prices compared to purchasing new items.

The platform curated by Rockingdeals assist in redistribution of unboxed, excess inventory, and refurbished products, ensuring these items find new homes where they are valued. With a commitment to quality and variety, Rockingdeals sources products from renowned brands such as Samsung, Puma, Godrej and many more. Their offerings span across diverse categories including small home appliances, apparel, and electronics, catering to retailers, distributors, and corporations alike.

The company has also expanded its reach through strategic partnerships, including a Trade Partner agreement with M/s Whirlpool of India Limited for nationwide distribution. It has also been entrusted by M/s Livpure Private Limited to manage excess inventory of their Air Conditioners across PAN India. Additionally, a partnership with M/s. Eltus Mode Private Limited marks its collaboration with the prestigious brand Pierre Cardin. Furthermore, partnerships with vendors like M/s. Ajmal & Sons for Perfumes, M/s. Myntra Designs Pvt. Ltd for Clothing and accessories, and M/s. Shiv Naresh Sports Pvt Ltd for Sportswear, Footwear & Sports Equipments, further diversify its product offerings. These alliances underscore the company's commitment to delivering quality products and services, while also expanding its market presence and enhancing customer satisfaction.

One of the company's notable assets is its extensive warehousing space spanning over 60,000 sq ft at Faridabad. These strategically located facilities enhance the efficiency of their operations, enabling seamless storage and distribution of inventory to meet market demands. The company has also announced a significant investment of over ₹2.5 Cr to set up a state-of-the-art facility spanning across 10,000 sq ft near Sarusajai Stadium in Guwahati. Scheduled to open its doors to customers in the first week of June 2024, the

new facility will further bolster the company's capabilities. Currently, the company operates three warehouses in Faridabad.


In a significant milestone, Rockingdeals made its debut on the NSE Emerge platform with an IPO size of ₹21 Crore in November 2023. This move not only underscores the company's financial prowess but also positions it for further growth and expansion in the burgeoning re-commerce sector.

For FY24, the Company has reported Total Income of ₹ 49.85 Cr, EBITDA of ₹ 7.80 Cr & PAT of ₹ 5.21 Cr.

## Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

## For Further Information Please Contact Corporate Communication Advisor

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