

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

11th September 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 regarding Incorporation of New Subsidiary under the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015

Dear Sir/Madam,

Pursuant to the Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we are glad to announce the incorporation of the new subsidiary of the Company, **Sustainquest Private Limited (SQPL)**, on 06th September, 2024. Company owns 58% in SQPL while 42% is held by M/s. UTC Digital Technologies Private Limited (DIGI2L).

SQPL will specialize in the wholesale of preowned goods from leading brands, utilizing DIGI2L's advanced digital platform to optimize operations

Attached is the press release sent for publication.

This intimation is also made available on the website of the Company at www.rdcel.com

Yours Faithfully,
For Rockingdeals Circular Economy Limited

(Deepika Dixit)
Company Secretary & Compliance officer
ICSI Membership No: ACS61222



Rocking Deals Circular Economy Announces the Incorporation of New Subsidiary, Sustainquest Private Limited

Mumbai – September 10, 2024 Rocking Deals Circular Economy Limited (RDCEL) (NSE Code – ROCKINGDCE), one of the prominent forces in the B2B and B2C re-commerce sector, specializing in facilitating the bulk trading of excess and open-box inventory alongside offering refurbished products, is pleased to announce the incorporation of its new subsidiary, **Sustainquest Private Limited** (SQPL). RDCEL owns 58% in the Company while 42% is held by UTC Digital Technologies Private Limited (DIGI2L).

Sustainquest Private Limited will specialize in the wholesale of preowned goods from leading brands, utilizing DIGI2L's advanced digital platform to optimize operations. As the technology partner for major brands like LG, Samsung, Godrej, and Croma, DIGI2L will streamline trade-ins and support Sustainquest's high-quality refurbishment of preowned white goods. Sustainquest aims to deliver innovative digital solutions for managing consumer durables, appliances, and electronics, meeting the growing demand for sustainable, affordable products.

The incorporation of Sustainquest Private Limited aligns with RDCEL's strategy to diversify and expand its business operations by entering the preowned products market. By focusing on innovative digital products and services, RDCEL aims to become a more agile and diversified company, capturing new opportunities in the digital marketplace. This new subsidiary will enhance RDCEL's capabilities, broaden its offerings, and reach a wider customer base, all while advancing the company's commitment to sustainability and circular economy principles.

Commenting on the announcement Mr. Aman Preet, Managing Director and Founder of Rockingdeals Circular Economy said, "We are pleased to announce the launch of Sustainquest Private Limited, our new subsidiary, marking a significant step in our strategy to diversify and enhance our business operations. As a key player in the re-commerce sector, Sustainquest will expand our pre owned category business and make it organised in India.

This initiative underscores our commitment to sustainability and circular economy principles, enabling us to extend the life cycle of consumer goods, reduce waste, and foster responsible consumption. By entering the digital marketplace with innovative solutions, we are poised to seize new growth opportunities while contributing to environmental sustainability.

Sustainquest will help us strengthen our core business, drive our vision for a sustainable future, and engage more deeply with consumers who prioritize eco-friendly choices, further advancing the transition to a circular economy and maximizing benefits for both society and the environment.

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 Bajaj Electricals, 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. Opened its doors to customers on 1st September 2024, the new facility has further bolstered 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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