



# APAR

Tomorrow's solutions today

SEC/0309/2024

**By e-filing**

September 3, 2024

<b>National Stock Exchange of India Limited</b> "Exchange Plaza", C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051	<b>BSE Limited</b> Corporate Relationship Department 27 <sup>th</sup> Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001
<b>Scrip Symbol : APARINDS</b> <b>Kind Attn. : Listing Department</b>	<b>Scrip Code : 532259</b> <b>Kind Attn. : Corporate Relationship Dept.</b>

Dear Sir,

**Sub. : Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) and other applicable regulations, if any.**

APAR Industries Limited (the Company) has renewed the Endorsement Agreement with Mr. Sonu Sood, an Artist and renowned film Actor for the endorsement of the Company's Cable and Wire Products as Brand Ambassador and also renewed the agreement with an Agency viz. Everest Brand Solutions Private Limited for availing performance services of the Artist.

The Details as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is enclosed as **Annexure A** to this letter, the contents of which are self-explanatory.

.....2

APAR Industries Limited

Corporate Office : APAR House, Corporate Park, V. N. Purav Marg, Chembur, Mumbai - 400 071, India  
+91 22 2526 3400/6780 0400 corporate@apar.com www.apar.com

Regd. Office: 301/306, Panorama Complex, R. C. Dutt Road, Alkapuri, Vadodara - 390007, India  
+91 265 6178 700/6178 709 apar.baroda@apar.com www.apar.com CIN: L91110GJ1989PLC012802

Sr. No.	Particulars	Details
1.	Name(s) of parties with whom the agreement is entered; and purpose of entering into the agreement;	<p>1. The Company, in the ordinary course of its business, has renewed the Endorsement Agreement with Mr. Sonu Sood, an Artist and renowned film Actor for continuous endorsement of the Company's Cable and Wire Products as Brand Ambassador.</p> <p>2. And also renewed the Agreement with Everest Brand Solutions Private Limited for availing performance services of the Artist.</p>
2.	Shareholding, if any, in the entity with whom the agreement is executed;	NA
3.	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.;	NIL
4.	Whether, the said parties are related to promoter / promoter group / group companies in any manner. If yes, nature of relationship;	No
5.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	No
6.	In case of issuance of shares to the parties, details of issue price, class of shares issued;	Not Applicable

::3::

7.	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.;	The Agreements did not contain any such clause with regard to Nominee Directors on the Board of the Company and there was no potential conflict of interest arising out of such agreements.
8.	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.	Renewal of the above mentioned agreements with the same parties up to March 31, 2025.

Kindly take the above information on your record.

Thanking You,

Yours faithfully,

**For APAR Industries Limited**

**(Sanjaya Kunder)**  
**Company Secretary**