

To
The Manager- Listing Department,
BSE Limited
P.J. Towers, Dalal Street, Fort,
Mumbai- 400001, Maharashtra, India.

Scrip ID/Code: TRUECOLORS/544531

Subject: Execution of Distributor Agreement with ITACA (Innovaciones Técnicas Aplicadas a Cerámicas Avanzadas S.A.U.), Spain.

Reference No.: Disclosure under Regulation 30 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015.

Respected Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations"), we wish to inform that **M/s. True Colors Limited** ("the Company") has entered into a **Distributor Agreement** with **ITACA (Innovaciones Técnicas Aplicadas a Cerámicas Avanzadas S.A.U.)**, a Spain-based leading provider of digital ink and technology solutions.

Under the agreement, **True Colors has been appointed as ITACA's distributor for India**, covering the **distribution, marketing, and after-sales support** of ITACA's digital textile printing consumables.

This strategic partnership is aimed at distributorship and commercialization of ITACA's digital ink products in India, thereby strengthening the Company's presence and capabilities in the digital textile printing segment, particularly in the fast-growing pigment textile ink market.

This partnership broadens True Colors' consumables portfolio, complementing its existing range of high-end digital printers, sublimation paper, and printing services. Integration of ITACA's advanced ink technologies strengthens the Company's machine-paper-ink ecosystem, enhances product compatibility, and enables steady recurring revenue from consumables.

Further, the detailed disclosure in terms of Regulations 30 of SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 is enclosed as Annexure: A.

We request you to take the above information on your records.

Thank you.

For True Colors Limited
(Formerly Known as True Colors Private Limited)

Javanika Gandharva
Company Secretary & Compliance Officer

Encl: As above

TRUE COLORS LIMITED

(Formerly known as 'TRUE COLORS PRIVATE LIMITED')

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REGISTERED OFFICE

True Colors House, P-8, GR Flr to 3rd Flr,
Somakanji ni Wadi, Patel Line, Khatodara,
Surat, Gujarat, India, 395002

FACTORY

Plot No. 44 & 51, Rajhans Zesto Kalakachha,
Jalalpore (Near Palasana Cross Road)
Navsari-396415 Gujarat (India)

ANNEXURE A

Disclosure in terms of Regulations 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023.

SL.	Particulars	Details
1	name of the entity(ies) with whom agreement/ JV is signed	Innovaciones Técnicas Aplicadas a Cerámicas Avanzadas S.A.U.
2	area of agreement/JV;	Distributorship for India
3	domestic/international;	Agreement executed with international party as mentioned above for the Distributorship in India
4	share exchange ratio / JV ratio;	Not Applicable
5	scope of business operation of agreement / JV;	Our Company will be the Distributor of ITACA for India, covering the distribution, marketing, and after-sales support of ITACA's digital textile printing consumables.
6	details of consideration paid / received in agreement / JV;	No consideration is paid/received, the same will be on the basis of order placed by our Company time to time.
7	significant terms and conditions of agreement / JV in brief;	Under the agreement, True Colors has been appointed as ITACA's distributor for India, covering the distribution, marketing, and after-sales support of ITACA's digital textile printing consumables. Agreement covers non-exclusive rights, stocking and distribution framework, local marketing responsibilities, and technical collaboration support from ITACA.
8	whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length";	No
9	size of the entity(ies);	ITACA is Spain-based leading provider of digital ink and technology solutions
10	rationale and benefit expected.	Integration of ITACA's advanced ink technologies strengthens the Company's machine-paper-ink ecosystem, enhances product compatibility, and enables steady recurring revenue from consumables.