

# ETHOS LIMITED

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Dated: January 24, 2023

**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street, Mumbai - 400001**

**(Scrip Code : 543532)**

**National Stock Exchange of India Limited**  
**Exchange Plaza, C-1, Block G,**  
**Bandra Kurla Complex, Bandra,**  
**Mumbai - 400 051**  
**(Trading symbol : ETHOSLTD)**

**ISIN : INE04TZ01018**

**Subject : Press Release**

Dear Sir/Ma'am

Greetings from Ethos.

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith the press release titled as '**Ethos Limited Enters Into An Exclusive Partnership With The Contemporary Watchmaking Brand Bell & Ross**' being issued by the Company for the information of our valued investors.

We would request you to please take the same in your records and oblige.

Thanking you

Yours truly  
For **Ethos Limited**



**Anil Kumar**  
**Company Secretary & Compliance Officer**  
**Membership no. F8023**

**Encl.: as above**

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**Registered Office:**

Plot 3, Sector III, Parwanoo-173 220 INDIA

## PRESS RELEASE

# ethos | WATCH BOUTIQUES

### Ethos Limited Enters Into An Exclusive Partnership With The Contemporary Watchmaking Brand Bell & Ross

**New Delhi, January 24th, 2023:** Bell & Ross, a French watchmaking brand that designs reliable, high-precision watches, will now be exclusively available with Ethos Limited as part of a strategic partnership. The brand is well-known for its functional, purpose-driven timepieces that are now live on the Ethos website. The selection, including models from the Instrument, Urban, and Concept collections, will also be available at selected Ethos stores later this month.



"There has always been a great interest in watches that have gained acclaim for being purpose-driven and robust enough for professional use, even if their present-day requirement has transcended what they were originally intended for. Bell & Ross's watches are perfect examples of this," states Pranav Saboo, CEO, Ethos Limited. "We are very excited to be expanding our portfolio of 'professional' watches, and especially with the likes of Bell & Ross, a brand that has a strong following. Indian watch enthusiasts will surely appreciate the experience of the brand that we will now be bringing to them."

"We are delighted to announce Ethos Watches as our exclusive distributor in India. We look forward to starting a wonderful cooperation together." stated Carlos Rosillo, co-founder and CEO of Bell & Ross.

#### **About Bell & Ross**

Founded in 1992 by Bruno Belamich and Carlos Rosillo, Bell & Ross is a Paris-based watchmaker with a manufacturing centre in Switzerland. It's a frontrunner in creating utilitarian instrument watches that bridge the gap between conventional tool timepieces and robust military devices. It's also one of the most successful contemporary watch brands with a distinctive design language. Its unique square-shaped watches are instantly recognisable, exuding strength and style. Although Bell & Ross watches are primarily designed to assist professionals who work in extreme conditions and require absolute precision, they are equally popular among modern, discerning patrons who love the juxtaposition of technical precision and classic elegance.

**About Ethos Limited (BSE: 543532; NSE: ETHOSLTD)**

Ethos Limited is one of India's largest luxury and premium watch retailers, founded in the year 2003 and publicly listed on BSE Limited and National Stock Exchange of India Limited since 30th May, 2022.

**For more information, contact:**

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