

Date: May 14, 2025

BSE Limited

Department of Corporate Services
Pheroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra- Kurla Complex, Mumbai-400051

SCRIP Code- 544136

SYMBOL-RKSWAMY

ISIN: INE0NQ801033

Subject: Corporate Update – Brand & Marketing Consulting Group launched

Dear Sir/Madam,

We are enclosing herewith a Press Release on “**R K SWAMY launches Brand & Marketing Consulting Group**”.

This intimation is also being uploaded on the Company’s website at www.rkswamy.com

This is for your information and records.

Thanking you

For R K SWAMY Limited

Aparna Bhat

Company Secretary and Compliance Officer

Membership No.: A19995

Address: Esplanade House, 29, Hazarimal Somani Marg, Fort, Mumbai 400 001

R K SWAMY LIMITED

Formerly known as “R K Swamy Private Limited”

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Regd Office 19 Wheatcrofts Road,
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Offices also at Bengaluru, Hyderabad,
Kochi, Kolkata, New Delhi.

May 14, 2025

Special Announcement

R K SWAMY launches Brand & Marketing Consulting Group

Mumbai (India) May 14, 2025 – “Where clients repeatedly speak of a major problem, we innovate to address the same.” This has been the guiding philosophy at R K SWAMY Ltd, India’s leading homegrown Integrated Marketing Services Group, with experience of over five decades.

In keeping with this spirit, R K SWAMY today announced the formation of its Brand and Marketing Consulting Group, with a full team in place. This service will be different and relevant, since it combines multiple disciplines under one roof – Brand Strategy, Digital experience, Communications, Data Analytics and Consumer Insights. The company has done copious work in each of these areas.

“Over 52 years, our clients in various sectors have taught us a lot. We have time and again helped solve tricky problems and helped them succeed. This is the legacy we want to build on,” said Srinivasan K Swamy, Executive Group Chairman, R K SWAMY Ltd.

The company has shown its contrarian streak time and again. It is the only Integrated Marketing Services Group to be listed on the main board of the BSE & NSE. “We are vested deeply in the Indian market. We take a lot of trouble to listen to the consumer. We believe India to be among the most challenging markets in the world, for most marketers. The new Consulting Group will dive deep and produce practical solutions. This is our guarantee to clients,” said Shekar Swamy, Managing Director and Group CEO, R K SWAMY Ltd.

“We have a defined set of solutions to address specific brand and marketing situations. Be it entering new markets or segments, raising competitive barriers, acquiring more customers, refreshing the brand, clarifying the brand architecture, improving the brand premium, optimising marketing spend or increasing the width of the portfolio, we can address all these situations and more,” said V V Vijay Gopal, CEO of the Consulting Group, a veteran with an enviable track record of leading a wide portfolio of client engagements.

“The R K SWAMY HANSA group serves over 400 clients nationally. We will offer our new service to them and to the broader market. We intend to build a robust practice and put a strong foundation for the future of Group,” continued Vijay Gopal.

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R K SWAMY HANSA is the largest Indian-owned multi-discipline integrated marketing services provider. With 2,000+ employees, the company is committed to providing world class service to its clients. In addition to working with institutions at the foundation of the nation, the Group serves leading private groups, multinationals and emerging Indian brands and businesses.

About R K SWAMY Limited:

Established in 1973, R K SWAMY Limited is a leading integrated marketing services provider in India. The company offers a single-window solution for creative, media, data analytics and market research services. It is now a public limited company, having listed on the stock exchanges in March 2024.

Learn more about R K SWAMY Ltd. at <https://www.rkswamy.com/>

For more information, contact:

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