



RENAISSANCE GLOBAL LIMITED

CIN.: L36911MH1989PLC054498

REGD. OFFICE / UNIT I : PLOT NO. 36A & 37, SEEPZ, ANDHERI (E), MUMBAI 400 096.
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Sub: Renaissance Global Limited and NFL Properties LLC announce strategic licensing agreement for NFL inspired branded jewellery in USA.

Ref: Disclosure U/R 30 of SEBI (LODR) Regulations, 2015.

Dear Sir/Madam,

This is to inform you that Renaissance Global Limited and NFL Properties LLC announce strategic licensing agreement for NFL inspired branded jewellery in USA.

We are enclosing herewith a press release regarding the same for updating our investors.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Renaissance Global Limited**

G. M. Walavalkar
VP – Legal & Company Secretary

Encl.: As Above



PRESS RELEASE

Renaissance Global Limited and NFL Properties LLC announce strategic licensing agreement for NFL inspired branded jewellery in USA

Mumbai, January 17, 2022: Renaissance Global Limited (Renaissance), a global leader in branded jewellery space, has today announced a licensing agreement with the National Football League (NFL). Through this agreement, Renaissance and the NFL will collaborate to design unique branded jewellery collection using NFL intellectual property. This unique collection will be marketed to consumers in the US.

The partnership with NFL is strategic and mutually-synergistic in nature and further aligns with Renaissance's goal to accelerate its branded jewellery business. The licensing agreement with NFL along with its existing strategic licensing agreements with Enchanted Disney Fine Jewellery, Hallmark, Star Wars and Disney Treasures augments the company's portfolio of licensed brands.

The NFL jewellery collection will include distinct pieces representing each of the 32 teams in the NFL along with jewellery pieces for the Super Bowl and Pro-Bowl matches. The product portfolio encompasses rings, earrings, bracelets and pendants for all genders, with a special focus towards the youth. The NFL jewellery collection will also have a strong assortment of personalized and customizable jewellery. This is an important trend in today's e-commerce first world, where the consumer is looking for a product to suit their distinct personality and identity.

This collection will be premiered this holiday season at multiple retail locations such as department stores, specialty jewellery stores, league stores, mass-market retailers and others, across the United States. The jewellery collection will also be featured across e-commerce platforms such as NFL team websites and other e-commerce retailers. Renaissance will also be launching a brand new D2C website for NFL in the coming months. This partnership also strengthens the Company's high-growth D2C portfolio.

"The National Football League (NFL) is an iconic American brand that is loved by all football enthusiasts across the globe. We are delighted to announce this strategic partnership that brings with it huge synergies and growth dynamics said Sumit Shah – Chairman and Global CEO, Renaissance Global Limited

Our team, in collaboration with NFL, will conceptualize and design a unique collection representing the spirit of the game cherished by millions worldwide. We are excited to debut this collection in a wide range of retail locations as well as on various e-commerce platforms. Our growing portfolio of licensed brands and D2C websites will augment the quality and acceleration of our branded jewellery segment growth, going forward."

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About Renaissance Global Limited (Renaissance)

Renaissance Global Limited, (Renaissance) (BSE: 532923, NSE: RGL), is a global branded jewellery player. Renaissance designs, manufactures and supplies branded jewellery across key high-potential markets in USA, Canada, UK and key Asian markets. The product portfolio encompasses Branded Jewellery, Customer Brands and Plain Gold Jewellery segments, with strong focus on Branded Jewellery division.

The Company has a growing portfolio of brands under licensed and owned segments. It holds synergistic licensing agreements with large global brands, such as Disney and Hallmark. Under its owned segment, it has a portfolio of brands such as Irasva, Jewelili and Made For You. Over the years, Renaissance has successfully expanded its branded product portfolio, backed by strong conceptualization, design, and manufacturing capabilities. On the distribution side, the Company operates through both B2B and D2C models. Since 2020, Renaissance has launched online stores through 6 D2C websites to market and supply licensed brands and owned brands.

About National Football League (NFL)

The National Football League (NFL) is a major professional football league in the United States, formed in 1920 as the American Professional Football Association (APFA) in Canton, Ohio. It is a 32-team professional American football league split evenly between the National Football Conference (NFC) and the American Football Conference (AFC). The NFL is one of the four major North American professional sports leagues and the highest professional level of American football in the world.

For further information on the Company, please visit www.renaissanceglobal.com

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