



November 04, 2025

To,
The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001
Scrip code: 540203

The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (E), Mumbai-400051
NSE Symbol: SFL

Subject: Intimation of Further Investment in House of Kieraya Limited (HOK)

Dear Sir/Madam,

We wish to inform you that the company in its Board meeting held on today i.e. 04th November 2025 has approved the subsequent investment in House of Kieraya Limited.

The disclosures pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 and part A of the Schedule III of the aforesaid regulation is attached as per **Annexure A**.

Thanking You,

Yours truly,
For Sheela Foam Limited

(Md. Iquebal Ahmad)
Company Secretary & Compliance Officer

SHEELA FOAM LTD.

#14, Sleepwell Tower, Sector 135, Noida- 201301

Ph: Int-91-120-4868400 • Email: investorrelation@sheelafoam.com • contactus@sheelafoam.com

Regd. Office: 1002 to 1006 The Avenue, International Airport Road, Opp Hotel Leela Sahar,
Andheri East, Mumbai, Maharashtra, India, 400059 • Ph: Int-91-22-28265686/88/89

Toll Free: 1800 103 6664 • www.sleepwellproducts.com • www.sheelafoam.com

CIN- L74899MH1971PLC427835

Annexure A

Disclosure under Regulation 30(6) read with Para A(1) of Part A of Schedule III of the Listing Regulations and the **SEBI/HO/CFD/PoD2/CIR/P/0155** dated November 11, 2024

Sr. No.	Particular	Description
1	Name of the target entity, details in brief such as size, turnover, etc.	House of Kieraya Limited (Furlenco) The Target is a leading furniture company strong in the online segment. It operates in cities including Bangalore, Mumbai and Delhi NCR. Turnover of the target company in the FY'25 – Rs. 240 crs
2	Whether the acquisition would fall within related party transaction(s) 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”	The acquisition is a related party transaction(s) and the promoter/ promoter group/ group companies do have interest in the entity being acquired as they are the director of the target company. The transaction is completely on an “arm’s length” basis.
3	Industry to which the entity being acquired belongs	Furniture
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The subscription in shares will increase investment in the target company.
5	Brief details of any governmental or regulatory approvals required for the acquisition	The Company does not require any governmental or regulatory approvals for the transaction
6	Indicative time period for completion of the acquisition	November 30, 2025
7	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration through a subscription to shares in the target company
8	Cost of acquisition or the price at which the shares are acquired	The Company shall subscribe up to 20,09,377 new equity shares of the target company at a price of ₹149.30 per share (including share premium), for an aggregate consideration of up to

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		₹30 crore
9	Percentage of shareholding/ control acquired and/or number of shares acquired	The Company is subscribing to 20,09,377 equity shares of the target company, consequent to which its total shareholding in the target company will stand at 3,40,12,420 equity shares on a fully diluted basis
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>The Target was founded in 2012 by Mr. Ajith Mohan Karimpana. It is one of the fastest growing furniture companies in India and is into a tech-driven business.</p> <p>Turnover in last three years:</p> <p>FY'23 - Rs. 157 crs FY'24 - Rs. 152 crs FY'25 - Rs. 240 crs</p>

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