



Kothari Industrial Corporation Limited

Date: 06.06.2025

To,  
BSE Limited  
P.J. Towers, Dalal Street  
Mumbai - 400001

**Subject:** Intimation regarding the launch of new Tamil digital website “Kothari Digital”

**Ref:** Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that the Company has officially launched its new Tamil digital website named “**Kothari Digital**” on **6th June 2025**.

Kothari Digital is envisioned as a comprehensive and engaging platform catering to Tamil readers across a wide spectrum of categories, including **General, Business, Crime, Education, Games, Technology, Entertainment, Lifestyle, Literature, Spirituality, Agriculture**, and more.

"This initiative (the launch of the Tamil digital website) is in line with the company’s goal of growing its online presence. It shows the company’s dedication to offering meaningful articles, news updates, and stories that reflect culture, aimed at reaching a wide and varied group of people.

The details required to be disclosed as per clause 2.2 of Para B of Part A of Schedule III of the LODR Regulations 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015, and SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is enclosed as Annexure-1 to this intimation.

You are requested to kindly take the above information on record.

Thanking you

Yours faithfully  
For Kothari Industrial Corporation Limited

**Anil Kumar Padhiali**  
Company Secretary and Compliance Officer  
Membership No- 53635



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**Annexure-1**  
**Adoption of new line(s) of business:**

Sr.No	Details of Events that need to be provided	Information of such events(s)
1	industry or area to which the new line of business belongs to;	Digital media and advertisement
2	expected benefits;	<p><b>Benefits to the Company from Launching “Kothari Digital”:</b></p> <p><b>Increased Digital Presence:</b>            The platform strengthens the Company’s online footprint, helping it reach a larger and more diverse Tamil-speaking audience across India and globally.</p> <p><b>Brand Visibility &amp; Recognition:</b>            By offering rich and varied content, the website will enhance the visibility of the Company's brand in the digital media and content space.</p> <p><b>Revenue Generation (Long-term):</b>            Over time, the Company may earn revenue through:</p> <p>Digital advertisements            Sponsored content and brand partnerships            Affiliate marketing            Subscription-based models or premium content</p>
3	estimated amount to be invested	Upto Rs.1 crore