

Date: 22nd July, 2026

To, The Manager - Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400001

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Strategic Content Distribution Partnership for Launch of JOJO TV on TCL Smart TVs

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and applicable SEBI Circulars issued thereunder, we wish to inform you that the Company has entered into a strategic content distribution partnership with **FALCON** for the launch of **JOJO TV** on **TCL Smart TVs**.

This partnership marks another important milestone in the Company's ongoing efforts to expand the distribution of JOJO TV across leading Connected TV (CTV) platforms. Through this collaboration, JOJO TV will now be available to TCL Smart TV users across **India and the Middle East & North Africa (MENA)**, further enlarging the Company's distribution footprint.

The launch reflects the Company's continued focus on expanding the accessibility of its content through strategic platform partnerships and reinforcing its presence across the evolving digital entertainment ecosystem. By increasing the availability of JOJO TV across premium Connected TV platforms, the Company continues to strengthen its multi-platform distribution strategy and to reach audiences across key domestic and international markets.

Kindly take the above information on record.



Thanking You,

For JOJO Limited (formerly known as Madhuveer Com 18 Network Limited)

Name: Pushti Rajani

Designation: Company Secretary and Compliance Officer (Membership No. A78352)