

# **PACE E-COMMERCE VENTURES LIMITED**

**(FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED)**

**(PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)**

**REG. OFFICE: ANUGRAH BUNGLOW, STREET 4, PALLOD FARMS II, SHAMBHU VIHAR SOCIETY,  
NANKUDE VASTI , AUNDH , PUNE , MAHARASHTRA - 411045, INDIA**

**CIN: U51909PN2015PLC156068. | E-mail:- compliance@pacesports.in**

**February 20, 2024**

To,

The Department of Corporate Relations

**BSE Limited**

P. J. Towers, Dalal Street,

Fort, Mumbai-400001.

**Scrip Code: 543637**

**ISIN: INE0N1L01018**

**SUBJECT: SUBMISSION OF PRESS RELEASE ON NEW BRAND NAME "ZWANKEE"**

Respected Sir/Madam,

Please find enclosed herewith the Press Release of its new e-commerce platform from the house of Pace E-Commerce Ventures Limited in the new brand name called "ZWANKEE" for the new fashion & lifestyle experience.

Kindly take the above on record.

Thanking You

Yours faithfully,

**FOR AND ON BEHALF OF,**

**PACE E-COMMERCE VENTURES LIMITED**

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**SHAIVAL DHARMENDRA GANDHI**

**MANAGING DIRECTOR**

**(DIN:02883899)**

**ADD: ASHWAMEGH BUNGLOWS,PART 3,**

**NR. BILESHWAR MAHADEV, 132 FT RING ROAD, SATELLITE**

**AHMEDABAD, GUJARAT, INDIA-380015**

**Ahmedabad, February 19, 2024**

**Pace E-Commerce Ventures Limited, a multi-platform and print-on-demand e-commerce player, announces the launch of its fashion & lifestyle e-commerce platform – [www.zwankee.com](http://www.zwankee.com)**

Pace E-Commerce Ventures Limited announces the launch of Zwankee – [www.zwankee.com](http://www.zwankee.com) – an innovative e-commerce platform dedicated to Unleashing Your Distinctive Lifestyle. With a focus on curated selections that transcend the ordinary, Zwankee invites both personal shoppers and businesses to explore a diverse range of fashion and lifestyle articles.

Zwankee.com sets itself apart by offering a unique blend of in-house brand selections under the Zwankee umbrella, alongside meticulously chosen garments from top-tier clothing brands. From casual chic to sophisticated elegance, our platform caters to diverse tastes, ensuring that every shopper finds the perfect ensemble for any occasion.

**Commenting on this milestone, Shaival Gandhi, Managing Director, said:**

“Zwankee represents yet another unique offering from our Company. Our primary focus is on providing customers with a curated selection of lifestyle and fashion articles, including our own brand offerings, complemented by carefully sourced pieces from distinguished clothing brands.

At Zwankee, we are committed to supporting both local artisans and international fashion hubs. Quality, sustainability, and craftsmanship are our guiding principles, ensuring that each garment reflects the dedication and passion of the talented individuals behind our collections.

In addition to our curated offerings, Zwankee invites third-party sellers and brands to join our growing community. By partnering with Zwankee, brands can elevate their identity and market presence, benefiting from dedicated collaboration to leave a lasting impression on our platform.

As we embark on this exciting journey, [www.zwankee.com](http://www.zwankee.com) invites you to discover a world of distinctive style and unparalleled quality. Join us in Unleashing Your Distinctive Lifestyle today.”

## Contact Us

Company Secretary & Compliance Officer  
Pace E-Commerce Ventures Limited  
[compliance@pacesports.in](mailto:compliance@pacesports.in)

### About Zwankee

As one of the distinctive brands under Pace E-Commerce Ventures Ltd., Zwankee stands as a prominent online destination for those looking to curate a unique lifestyle. Our platform caters to personal shoppers and businesses, offering a curated selection that extends beyond apparel, inviting you to explore and elevate every facet of your daily life.

### About Pace E-Commerce Ventures Limited

With about eight years of incorporated history, Pace E-Commerce Ventures Limited stands as an accomplished multi-platform online retailer and print-on-demand manufacturing enterprise, offering a distinctive platform for personalised and unique products. Our unique approach is reshaping the landscape of customisation and creativity, as we forge an unparalleled online marketplace that bridges the gap between consumers, retailers, creators, and artists, presenting an extensive array of solutions and products. The Company is listed on the BSE SME, after its successful IPO and listing in 2022.

### Safe Harbour

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