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LGEIL/CGC/2025/20

Date: December 23, 2025

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

NSE Symbol: LGEINDIA

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai – 400 001

Scrip Code: 544576

Sub: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclosing a copy of Press Release being issued by the Company, titled, "**K-pop Icon SEVENTEEN's JOSHUA brings his Global Charm to LG India's Essential Series.**"

This is for your information and records.

Thanking You,

Yours truly,
For **LG Electronics India Limited**

Anuj Goyal
Digitally signed by Anuj Goyal
Date: 2025.12.23 10:42:17 +05'30'

Anuj Goyal
Company Secretary and Compliance Officer
Membership No. A23761

K-pop Icon SEVENTEEN's JOSHUA Brings His Global Charm to LG India's Essential Series

23rd DECEMBER, NEW DELHI: JOSHUA X LG has officially been unveiled, marking the entry of JOSHUA, the globally celebrated K-pop star from SEVENTEEN, into India's advertising landscape as the face of LG Electronics India's Essential Series. The collaboration brings together JOSHUA's international appeal, calm confidence, and cultural fluidity with LG's vision of simplifying everyday life for Indian households.

In the new campaign, JOSHUA embodies the philosophy behind the LG Essential Series, which centres on the idea that real freedom begins with the little things. His association highlights how thoughtfully designed appliances such as the LG Essential Washing Machine can reduce everyday effort, freeing up time and energy for what truly matters in life.

JOSHUA's presence adds a human, lifestyle-led dimension to the campaign, resonating particularly with Gen Z and millennial audiences who admire authenticity, global exposure, and meaningful simplicity. His influence also reflects the growing intersection of K-pop culture and Indian consumer markets, where global icons are increasingly shaping local brand conversations.

SEVENTEEN, in particular, have long been established as one of the most influential acts in global music, known for their powerful performances and distinctive creative structure. Celebrating their 10th anniversary in 2025, their latest release *HAPPY BURSTDAY* landed on No.2 on the Billboard 200, tying their highest rank on the chart. Their global dominance extends beyond records, with the group becoming one of the world's top three touring acts on Billboard's 2025 Midyear Boxscore Top Tours chart.

As a key member of SEVENTEEN, JOSHUA has been part of chart-topping releases, record-breaking tours, and a global fan movement that transcends language and geography. Known for his composed presence and warm, grounded personality, he represents a modern kind of stardom - one that feels aspirational yet relatable. These qualities form the emotional core of the JOSHUA X LG partnership, fueling anticipation for the new experiences and connections it will bring to consumers.

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About LG Electronics India Ltd

LG Electronics India Limited (LGEIL) was established in January 1997 in India. It is focused on various consumer electronics and B2B businesses, from home appliances and media entertainment to HVAC and commercial displays. LGEIL's manufacturing units at Greater Noida and Ranjangaon, Pune have the capacity to manufacture LED TVs, air conditioners, commercial air conditioning systems, washing machines, refrigerators, and monitors.

About JOSHUA

JOSHUA (Joshua Jisoo Hong) is a member of K-pop icon SEVENTEEN which debuted in 2015 under PLEDIS Entertainment. As a member of the vocal unit, JOSHUA is known for bringing a refreshing charm to SEVENTEEN's sound with his distinctive pure voice and beautiful expressiveness. He has showcased his potential as a solo artist through "Fortunate Change (JOSHUA Solo)" featured on SEVENTEEN's 5th Studio Album *HAPPY BURSTDAY*, which debuted at No.2 on the Billboard 200. His presence in the global music scene has also shined through notable international collaborations—including New Kids On The Block's "Dirty Dancing (Dem Jointz Remix)," Pink Sweat$'s "17 (feat. JOSHUA and DK of SEVENTEEN)" and "SLANDER's Love Is Gone (with JOSHUA of SEVENTEEN)"—underscoring his musicality. These contributions have helped solidify SEVENTEEN's status as true K-pop icons. Currently on their career-spanning 'NEW_' world tour, the group's touring success marked a major milestone this year, ranking No. 1 among K-pop acts and No. 3 overall on Billboard's 2025 midyear Boxscore charts.

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