



Affordable Robotic & Automation Limited

Email: account@arapl.co.in

Website: www.arapl.co.in

CIN: L29299PN2010PLC135298

Date: August 27, 2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
BSE SCRIP CODE: 541402

To,
NSE Limited
“Exchange Plaza”,
Bandra – Kurla Complex,
Bandra (EAST), Mumbai – 400051
NSE SYMBOL: AFFORDABLE

Subject: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015 – Press Release

Dear Sir/Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that our subsidiary, ARAPL RaaS Private Limited, has announced a comprehensive strategy to address the recent tariff changes affecting imports into the United States. A copy of the press release is enclosed herewith.

You are requested to take the above on record.

Thank you.

Yours faithfully

For Affordable Robotic & Automation Limited

Milind Padole
Managing Director
DIN: 02140324

ARAPL

“globalising automation”

Address: Village Wadki, Gat No. 1209 Taluka Haveli, Dist. Pune, Pune, Maharashtra, India - 412308
Mobile: +91-7720018914



Humro Turns Tariff Challenge into Opportunity with Local Partnerships and Smart Pricing

Pune, India – August 27, 2025: Humro (an ARAPL RaaS brand and subsidiary of Affordable Robotic and Automation Limited, BSE: 541402, NSE SYMBOL: AFFORDABLE), a leader in autonomous material handling and robotics solutions, today announced its comprehensive strategy to address recent tariff changes impacting imports into the United States. The announcement comes at a time when the US warehouse automation market is projected to grow at a 20.6% CAGR between 2025 and 2030, rising from USD 5.78 billion in 2024 to nearly USD 16.6 billion by the end of the decade. While acknowledging that the new tariffs translate into roughly seven percent of its topline, the company emphasized that proactive measures are already in place to protect customers and maintain its competitive edge.

Beginning November, Humro will apply a ten percent price adjustment across all products to account for the additional duty. Despite this, the company's solutions will remain fifteen to twenty percent cheaper than our closest competitors.

To reduce the impact of duties, Humro has initiated Complete Knockdown (CKD) and Semi Knockdown (SKD) shipment methods and is actively partnering with local vendors in the United States.

Humro's proof-of-concept model continues unchanged. Customers can deploy machines with no upfront costs: if success criteria are met, they purchase the product, and if not, they pay a flat fee. Leasing and rental agreements will reflect the ten percent tariff-related adjustment, but the overall value remains far ahead of the competition.

*The tariff environment is temporary turbulence," said **Milind Padole, Founder & Managing Director of Humro.** "We've built resilience into our model by combining Indian engineering strength with US-based value addition and enterprise-grade software. Even with the tariff and a modest price adjustment, Humro will deliver more value than our closest competitors. We also have a buffer in place, robots already stocked in the US before the tariff will account for nearly 50% of our sales through November. Our commitment to American customers is unwavering; we remain the most cost-efficient and innovation-driven partner in autonomous material handling. In the meantime, our CKD and SKD strategy, coupled with potential contract manufacturing in the US, allows us to turn this challenge into an opportunity, delivering savings to customers while also creating jobs locally."*

*"The US remains one of our most important growth markets, and the tariff environment doesn't change that," said **Robinson Philipose, Co-Founder & Chief Executive Officer of Humro.** "We have built resilience into our model by combining Indian engineering with US-based value addition and a strong software backbone. Even with a modest price adjustment, Humro continues to deliver a clear cost advantage, 15 to 20 percent lower than our closest*



competitors, along with enterprise-grade reliability. Our commitment is simple: to give US customers automation that creates real value, even in a shifting policy landscape.”

With its proactive steps, Humro believes the playing field between Indian and US companies remains level and that its long-term growth trajectory is intact. The company reiterated that its unique blend of affordability, speed of deployment, and software-driven efficiency continues to set it apart in a market where reliability and cost savings matter most.

About Humro

Humro (an ARAPL RaaS brand) is India’s leading deep-tech robotics company, specializing in autonomous mobile robotic solutions for manufacturing, warehousing, and industrial shippers. Its intelligent, safety-certified AMRs are powered by patented technology, proprietary FleetOps software, and secure iWare integration, delivering enterprise-grade automation with unmatched affordability. With flexible ownership models including Robotics-as-a-Service (RaaS), leasing, and perpetual licenses, Humro enables businesses of all sizes to scale operations, boost efficiency, and modernize without heavy upfront investment. For more information visit our site at www.humro.com

About ARAPL

Affordable Robotic & Automation Ltd. (ARAPL), established in 2005 and headquartered in Pune, India, is a leading provider of turnkey automation solutions for various industries. With over a decade of expertise, ARAPL serves a wide range of sectors, including automotive, non-automotive, general industries, and the government sector, extending its customer base across India, China, and other parts of Asia. The company specialises in industrial automation solutions such as line automation, robotic inspection stations, and automated assembly systems, with significant expertise in robotic welding cells and automated car parking systems. Spanning 120,000 square feet with over 250 employees, ARAPL has expanded its operations with multiple facilities, including a sales and service office in Faridabad and a new manufacturing facility in Wadki, Pune. In 2018, ARAPL achieved a significant milestone by being listed on the Indian stock exchange, marking its growth and success in the automation industry.

Media Contact

Randhir Singh
Head of Communications & Marketing,
Humro (an ARAPL RaaS brand)
randhir.s@humro.com
Mob: +91 9999-65-9988