



October 08, 2024

To

The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001
Scrip Code: 540203

The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai-400051
NSE Symbol: SFL

Subject: Part A of Para A of Schedule III of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 & other applicable provisions.

Dear Sir/Madam,

We would like to inform you that the company in its Board meeting held on 08th October 2024 has approved the subsequent investment in House of Kieraya Limited.

The disclosures pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 and part A of the Schedule III of the aforesaid regulation is attached as per Annexure A.

Thanking you,

Yours truly,

For Sheela Foam Limited



Md. Iqbal Ahmad
Company Secretary & Compliance Officer

SHEELA FOAM LTD.

#14, Sleepwell Tower , Sector 135, Noida- 201301
Ph: Int-91(0)-120-4868400 •Email: contactus@sheelafoam.com
Regd. Office: 1002 to 1006 The Avenue International Airport Road, Opp Hotel Leela Sahar,
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Toll Free: 1800 103 6664 • www.sleepwellproducts.com • www.sheelafoam.com
CIN- L74899MH1971PLC427835



Annexure A

Disclosure under Regulation 30 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Circular No.: **SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123** dated July 13, 2023

a) Name of the target entity, details in brief such as size, turnover, etc.	House of Kieraya Limited (Furlenco) The Target is a leading furniture company strong in the online segment. It operates in cities including Bangalore, Mumbai and Delhi NCR.
b) Whether the acquisition would fall within related party transaction(s) and whether the promoter / promoter group / group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”	The acquisition is a related party transaction(s) and the promoter/ promoter group/ group companies do have any interest in the entity being acquired as they are the director of the target company. The transaction is completely on an “arm’s length” basis.
c) Industry to which the entity being acquired belongs	Furniture
d) Objects and impact of acquisition (including, but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The subscription in shares and warrants will increase the stake in the target company.
e) Brief details of any governmental or regulatory approvals required for the acquisition	The Company does not require any governmental or regulatory approvals for the transaction
f) Indicative time period for the completion of the acquisition	By 14 th October, 2024
g) Nature of consideration – whether cash consideration or share swap or any other form and details of the same	Cash consideration through a subscription to shares & exercising partly paid-up subscribed warrants in the target company
h) Cost of acquisition and/ or the price at which the shares are acquired	The Company will subscribe upto 50,45,540 equity share in the right issue offered by Target company and

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	exercising partly paid up subscribed 56,00,995 warrant and purchase upto 3,50,000 shares from the existing shareholders aggregating consideration upto Rs. 107 Crores.
i) Percentage of shareholding / control acquired and/or number of shares acquired	~10.50 %
j) Brief background about the entity acquired in terms of products / line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>The Target was founded in 2012 by Mr. Ajith Mohan Karimpana. It is today one of the fastest growing furniture companies in India and is a tech-driven business.</p> <p>Turnover in last three years: FY'22 – Rs. 129 crs FY'23 – Rs. 157 crs FY'24 –Rs. 152 crs</p>

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