



Date: 14th September, 2024

To,
The Corporate Relations Department,
Bombay Stock Exchange Limited,
PJ, Tower, Dalal Street, Fort
Mumbai-400001.

To
The Metropolitan Stock Exchange of India
Limited,
Vibgyor Towers, 4th Floor Plot No C 62, G Block
Opp. Trident Hotel Bandra Kurla Complex
Bandra (East) Mumbai-400098.

Ref: Scrip Code: 538607 Scrip ID: TOYAMSL

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligation Disclosure Requirements), Regulations, 2015, Toyam Sports Limited buys out Hyderabad franchise in Legends League Cricket.

Dear Sir(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce that Toyam Sports Limited buys out Hyderabad franchise in Legends League Cricket.

Please find enclosed detailed release for the same.

Please take the same on your record and acknowledge the receipt of the same.

Thanking You,
Yours Faithfully,

For Toyam Sports Limited
(Formerly known as Toyam Industries Limited)

Abhishek Pokharna
Company Secretary



Toyam Sports Limited buys out Hyderabad franchise in Legends League Cricket

Toyam Sports Limited buys out the Suresh Raina led, Hyderabad franchise in the Legends League Cricket. Formerly known as the Urbanrisers Hyderabad, the franchise previously owned by Urbanrise group will now be known as Ultimate Toyam Hyderabad and will be seen in action in the upcoming season of the Legends League Cricket starting on the 20th of September. Toyam Sports Limited is a public listed company engaged in various sports production, promotion, and management.

"**Toyam Sports Limited** has a distinguished legacy of promoting sports globally, and 'Ultimate Toyam Hyderabad' will be another proud achievement in TSL's journey. We are excited to be part of the upcoming Legends League Cricket season, marking a significant moment as we embrace Hyderabad's rich cricketing heritage. Our mission is to honor the franchise's legacy while inspiring future generations of sports fans across the state and the nation," said Mohamedali R. Budhwani, Chairman & Managing Director of Toyam Sports Limited.

In recent years, Toyam Sports Limited has organized major events like 'Kumite 1 League,' an international MMA fight night with Mike Tyson as its brand ambassador, and 'Kumite 1 Warrior Hunt' – India's first sports reality web series – along with several T10 and T20 leagues worldwide. Additionally, TSL owned a team in the World Tennis League and have title-sponsored the India vs. Bangladesh ODI series, among other initiatives. Toyam Sports Limited's commitment to strengthening the sports ecosystem is further reflected in its expansion into providing high-quality, affordable sports accessories.

In addition to Toyam Sports Limited owning the franchise 'Ultimate Toyam Hyderabad', the franchise owners for this season's Legends League Cricket are as follows: India Capitals – GMR group, Southern Super Stars – Multi corporate consortium led by Qentelli, Manipal Tigers – Manipal Group, Konark Suryas Odisha – Assotech group, and Gujarat Greats – Gujarat based consortium of companies.

"This franchise sale in Legends League Cricket is in sync with the industry trend. It is the second franchise that has been taken on in this season and it is encouraging to see different titans of industry entering the sports sector. I am glad that one of our franchises in the Legends League Cricket has been able to draw a similar value as that of the other similar but bigger deals that happened in IPL that generally draw at 5.5x multiples." Said, Mr. Raman Raheja, Co-Founder, Legends League Cricket with respect to the introduction of the new franchise.

In a similar kind of deal in IPL in 2018 JSW sports bought 50% stake in Delhi Daredevils. The deal valued the Daredevils at INR 1100 crore (US\$169 million), double the US\$84 million the team were originally purchased for in 2008, GMR Sports recouped its initial investment while retaining half of its stake, receiving INR 550 crore (US\$84.5 million) in the first of its kind sale.

TOYAM SPORTS LIMITED

(Formerly known as Toyam Industries Limited)

CIN: L74110MH1985PLC285384

+91-22-67425111 / +91-22-62364442/43 | info@toyamindustries.com | www.toyamsportsltd.com

503, Shri Krishna, New Link Road, Opp. Laxmi Industrial Estate, Andheri West, Mumbai, Maharashtra - 400053.