

07th December 2024

To,
Listing Compliances
BSE Limited
P.J. Towers, Dalal Street,
Fort, Mumbai – 400 001.

Script Code : 542866
Script Id : COLABCLOUD

Dear Sir/Madam,

Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Sub: Submission of Outcome of Board Meeting held on 07th December 2024.

Board Meeting commenced on: 06:00 PM
Board Meeting concluded on: 07:15 PM
Venue: #202, Takshashila Building, Samant Estate, Goregaon (East), Mumbai – 400 063.

The Board of Directors (“the Board”) at their meeting held today i.e 07th December, 2024 discussed in detailed the terms and conditions for the execution of a Franchise agreement with Arvus Sports Private Limited, the board has discussed and approved the following terms as follows:

- i) The execution of a franchise agreement with Arvus Sports Private Limited (owner of franchise based T20 Cricket League named as the 'Big Cricket League' ("BCL/League") for secured the right to own, operate and manage a professional men cricket team franchise in BCL, named as Northern Challengers ("Team").
- ii) The term of franchise agreement is 5(five) years as the team owner of Northern Challengers.
- iii) The board of directors has decided and agreed the consideration for the 5 (five) years period as outlined in the agreement, it has been agreed by both the parties that Franchise fees (License Fees) will be paid on an annual basis.

The details as required pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023, is enclosed herewith as Annexure-A.

We are also enclosing herewith copy of press release providing brief information for your kind perusal.



You are requested to take the above cited information on your records.

Thanking you,

For Colab Cloud Platforms Limited

Deepika Undhad
Company Secretary and Compliance Officer
Membership No: A41244

Date: 07th December 2024

Place: Mumbai





PRESS RELEASE

COLAB CLOUD PARTNERS WITH BIG CRICKET LEAGUE ACQUIRES NORTHERN CHALLENGERS TEAM



New Delhi, December 07, 2024: Colab Cloud Platforms Limited [BSE: 542866], rapidly evolving sports-tech and gaming company, is thrilled to announce its acquisition of Northern Challengers Team in the prestigious Big Cricket League (BCL). Northern Challengers will be led by former Indian Star Opener Shikhar Dhawan.

The Big Cricket League is promoted by Dilip Vengsarkar, former Indian captain & League Commissioner, R.P Singh, former Indian Cricketer as league President and Courtney Walsh, former West Indian Fast Bowler as Vice President. It is set to feature several star players including Shikhar Dhawan, Suresh Raina, Irfan Pathan, Yusuf Pathan, Imran Tahir, Tillakaratne Dilshan, Herschelle Gibbs, Dwayne Smith and Lendl Simmons.

BCL, set to begin on December 12th, 2024, in Surat, will feature six teams - Northern Challengers, UP Brij Stars, Rajasthan Regals, MP Tigers, Mumbai Marines & Southern Spartans. There will be 15 league matches followed by semifinals and a final on December 22, 2024. These matches will be broadcast on Sony TV and streamed on Fancode, ensuring widespread viewership and unparalleled fan engagement across platforms.



This strategic acquisition represents a landmark step in COLAB's mission to drive innovation in sports and create transformative experiences for cricket fans globally.

The move will position COLAB as a key player in the sports industry, blending its expertise in technology with the rich heritage of cricket to enhance fan engagement, nurture talent, and contribute to the growth of the game.

Mr. Amardeep Singh, Executive Director of Colab stated *"We are excited to Partner with BCL and welcome the Northern Challengers Franchise to our family. Cricket is not just a sport in India, our passion and*

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CIN: L65993DL1989PLC038194

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appetite from cricket ever increasing. The investment in the Norther Challengers Team shall immensely benefit our sports business and create value for our stakeholders."

This acquisition positions COLAB to tap into the immense potential of the growing cricket ecosystem, expand its revenues through sharing of central rights with the Franchisor and other team owners, Sponsorships and other revenue streams available to team owners.

With BCL offering a unique blend of global appeal and grassroots focus, COLAB anticipates strong audience traction and revenue opportunities through enhanced sponsorships, merchandising, and fan-centric offerings.

By aligning with a marquee league like BCL, COLAB is poised to achieve:

- Increased visibility in the thriving sports tech industry.
- Opportunities for scalable fan engagement solutions, translating into robust revenue growth.
- Strengthened investor confidence through innovative and sustainable growth strategies.

About Colab Cloud Platforms Ltd.: Colab Cloud Platforms Limited is a top 2000 company listed on the Bombay Stock Exchange. The company has been delivering innovative technological solutions across various sectors, leveraging its expertise in advanced technologies to drive growth and enhance user experiences. Colab Cloud Platforms Limited is dedicated to providing customized, technology-based processing solutions that help clients achieve their objectives and exceed expectations. Recognizing India's rapid emergence as a global technology hub, Colab Cloud harnesses the nation's diverse and talented professionals to contribute significantly to the development of the professional community.

For more information about Colab Cloud Platforms Ltd. and our services, please visit our website www.colabcloud.in or our social handles.

Disclaimer: Certain statements in this press release may be forward-looking statements and/or based on management's current expectations and beliefs concerning future developments and their potential effects upon Colab cloud Platforms and its associates. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Colab Cloud Platforms does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

Information required pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023:

1. Execution of a Franchise Agreement with Arvus Sports Private Limited:

| Sr. No. | Particulars | Details |
|---------|--|--|
| 1. | Name of the entity awarding the order(s)/contract(s); | Arvus Sports Private Limited |
| 2. | Significant terms and conditions of order(s)/contract(s) awarded in brief; | Significant terms and conditions: 1) Ther term of franchise shall be for 5 (Five) Years 2) The franchise agreement is for securing the rights to own, operate and manage Northern Challengers. 3) The Franchise fees shall be paid on an annual basis. |
| 3. | Whether order(s) / contract(s) have been awarded by domestic/international entity; | Domestic entity |
| 4. | Nature of order(s) / contract(s); | Franchise Agreement |
| 5. | Whether domestic or international; | Domestic |
| 6. | Time period by which the order(s)/contract (s) is to be executed; | Executed |
| 7. | Broad consideration or size of the order(s) /contract(s); | Sharing of Central Rights Royalty between the Franchisor and Franchisee's from the second year onwards. Sponsorships and other revenue streams available for team owners. |
| 8. | Whether the promoter/promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof; | No |
| 9. | Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at "arms length". | No |