

**October 10, 2024**

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| <b>National Stock Exchange of India Limited</b><br>Exchange Plaza, Plot no. C/1, G Block,<br>Bandra Kurla Complex,<br>Bandra (E), Mumbai – 400 051<br><br><i>NSE Symbol : ZEEMEDIA</i> | <b>BSE Limited</b><br>Phiroze Jeejeebhoy Towers<br>Dalal Street,<br>Mumbai – 400 001<br><br><i>Scrip Code : 532794</i> |
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**Kind Atten. :           Manager – Corporate Relationship**

**Subject         :           Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Acquisition of equity shares and/or convertible equity linked instrument**

Dear Sir / Madam,

In terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), we wish to inform you that the Company's wholly owned subsidiary viz. Zee Akaash News Private Limited has, after obtaining requisite approvals, entered into Agreement dated October 10, 2024, for making an investment aggregating to Rs. 3,75,22,391/- (Rupees Three Crore Seventy-Five Lakh Twenty Two Thousand Three Hundred and Ninety One Only) in Flutrr Digimate Private Limited ("Flutrr"). The said investment shall be made by Zee Akaash News Private Limited by subscribing to equity share and Convertible Warrants, of Flutrr.

The details required in accordance with the SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed herewith.

Request you to kindly take the same on record.

Thanking you,

Yours truly,

For **Zee Media Corporation Limited**



**Ranjit Srivastava**

**Company Secretary & Compliance Officer**

Membership no. A18577

Contact No.:+ 91-120-715 3000

Encl. as above

**Zee Media Corporation Limited**

**Corporate Office:** FC-9, Sector-16A, Film City, Noida - 201301, UP, India | Phone: +91-120-7153000

**Regd. Office:** 135, Continental Building, 2nd Floor, Dr. Annie Besant Road, Worli, Mumbai-400018, Maharashtra, India | Phone: +91-22-71055001

Website: www.zeemedia.in | Email: zmcl@zeemedia.com | CIN: L92100MH1999PLC121506

**Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023**

| S. No | Particulars   | Information  |
|-------|---|--|
| a)    | Name of the target entity, details in brief such as size, turnover etc.   | Target Entity: Flutrr Digimate Private Limited<br><br>Last 3 years' turnover of Flutrr Digimate Private Limited:<br>FY 22 – Rs. 0.17 Crore<br>FY 23 – Rs. 0.99 Crore<br>FY 24 - Rs. 2.5 Crore  |
| 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 “arm’s length” | No   |
| c)    | Industry to which the entity being acquired belongs   | Flutrr is into the business of providing information technology solutions and technology enabled services.   |
| d)    | Objects and impact of acquisition ( <i>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</i> )  | Investment is being made by Zee Akaash News Private Limited ('ZANPL'), the wholly owned subsidiary of Zee Media Corporation Limited, into Flutrr Digimate Private Limited.   |
| e)    | Brief details of any governmental or regulatory approvals required for the acquisition  | Not applicable   |
| f)    | Indicative time period for completion of the acquisition  | Post fulfillment of the necessary formalities and actions related to the subscription of securities as outlined in the Agreement, the Investment is expected to be completed on or before December 31, 2024.   |
| g)    | Consideration – whether cash consideration or share swap and details of the same  | ZANPL is investing in Flutrr by subscribing to its Equity Share and Convertible Warrants. The acquisition is through cash consideration aggregating to Rs. 3,75,22,391/- (Rupees Three Crore Seventy-Five Lakh Twenty Two Thousand Three Hundred and Ninety One Only). |

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| h) | Cost of acquisition and/or the price at which the shares are acquired  | <p>The acquisition/investment will be conducted in accordance with the Definitive Agreement(s) and will involve the subscription of:</p> <ul style="list-style-type: none"> <li>• 1 (one) equity Share at Rs. 22,391/- (Rupees Twenty-Two Thousand Three Hundred Ninety-One only); and</li> <li>• 5 (five) Convertible Warrants for a total consideration of Rs. 3,75,00,000/- (Rupees Three Crore Seventy-Five Lakh Only).</li> </ul> <p>This collective acquisition constitutes the total consideration for the investment in Flutrr by ZANPL.</p> |
| i) | Percentage of shareholding / control acquired and / or number of shares acquired   | <p>ZANPL will acquire 1 (one) Equity Share at Rs. 22,391/- (Rupees Twenty-Two Thousand Three Hundred Ninety-One only) and 5 (five) Convertible Warrants for a total consideration of Rs. 3,75,00,000/- (Rupees Three Crore Seventy-Five Lakh Only). These warrants are convertible into equity shares of the Company in terms of the Definitive Agreement(s).</p>  |
| 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>Incorporated on May 4, 2021, “Flutrr” is engaged in the business of developing and running a vernacular social media website and mobile application.</p> <p>For the last three years’ turnover, please refer to section (a) above.</p>  |