



Date: October 24, 2024.

To,
The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.
Scrip Code: 530457

Sub: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”) - Arrangements for strategic / technical tie-up.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the ‘SEBI Listing Regulations’), we wish to inform you that the Company has entered into a Non-exclusive License Agreement and Employees Transfer Agreement (hereinafter collectively referred to as “Agreement”) with Seed Infotech Limited (“Licensor”) for availing a non-exclusive, royalty free, non-transferable, non-sub-licensable license to (i) use the Trademarks; and (ii) carry out, conduct and operate the Business including but not limited to fulfillment of the Contracts on behalf of the Licensor in the territory of Maharashtra, Karnataka, Telangana and Uttar Pradesh (“License”) along with transfer of certain employees of Licensor to the Company.

The detailed disclosure with respect to the proposed acquisition as required under Regulation 30(6) read with Schedule III of the Listing Regulations and the SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023 is enclosed herewith as ‘**Annexure – I**’.

We request you to kindly take this on records, and the same be treated as compliance under Regulation 30 and other applicable regulations of the Listing Regulations.

The aforesaid information is also being placed on the website of the Company at www.cineradcommunications.com.

Kindly take the same on record.

Thanking You.

Yours faithfully,

For **Cinerad Communications Limited**

Ebrahim Nimuchwala
Company Secretary & Compliance Officer



Annexure - I

Disclosure pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Arrangements for strategic / technical tie-up.

Particulars	Details
Name of the entity(ies) with whom agreement is signed	SEED INFOTECH LIMITED (“Licensor”) CIN - U72900PN1994PLC077095 Regd. Office - Panchsheel 42/16 Erandawana Income Tax Office Lane Off Karve Road, Pune, Maharashtra, India, 411004.
Area of Agreement	Non-Exclusive License Agreement & Employees Transfer Agreement
Domestic/International	Domestic
Share Exchange Ratio / JV ratio	Not Applicable
Scope of Business Operation of agreement	The Non-Exclusive License Agreement grants the non-exclusive, royalty free, non-transferable, non-sub-licensable license to (i) use the Trademarks; and (ii) carry out, conduct and operate the Business including but not limited to fulfillment of the Contracts on behalf of the Licensor in the territory of Maharashtra, Karnataka, Telangana and Uttar Pradesh while through Employees Transfer Agreement the Licensor agreed to transfer of certain employees to the Company simultaneously, with the execution of Non-Exclusive License Agreement.
Details of consideration paid / to be paid under agreement	Non-Exclusive License Agreement - INR 3,00,00,000/- (Rupees Three Crores Only); Employees Transfer Agreement - INR 50,00,000 (Indian Rupees Fifty Lakhs only).
Significant Terms and Conditions of agreement	The Company shall undertake and fulfil the Contracts and use the Trademarks. The Employees’ ability and expertise can be utilised in any other field / function in the best interest of the Company, as mutually agreed between the Company and the Employees from time to time
Whether the acquisition would fall within related party transactions 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”	Not Applicable
Size of the entity	Not Applicable



Rationale and benefit expected	Entering into Non-Exclusive License Agreement & Employees Transfer Agreement will lead to expand and diversify the business activity using the talent of incoming employees under the said agreement. The Company will further expand its foot prints in the territory of Maharashtra, Karnataka, Telangana and Uttar Pradesh using the rights availed under the agreement. We are confident that this strategic collaboration will drive growth and reinforce our competitive edge as a group in the domestic markets.
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