

**Date:** January 04, 2025

## **BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street  
Mumbai- 400 001

**SCRIP CODE: 543895**

**Subject:** Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. ("**Listing Regulations**").

Dear Sir/ Madam,

With reference to the captioned subject, we wish to inform you that Exhicon Event Media Solutions Limited ("*the Company*"), has entered into a Memorandum of Understanding ("*MoU*") with the Government of Rajasthan to develop a cutting-edge multipurpose convention and exhibition venue with a planned investment of INR 100 Crore, the identification of the land and the construction of the said venue is set to commence within the year 2025.

## **Revenue Streams for Exhicon**

Upon completion, the venue is expected to generate multiple revenue streams, including:

Event Hosting and Rentals, Sponsorships and IP's Partnerships, Exhibition Booth Services, Catering and F&B Services, Ticketed Events, Manpower & Parking Facilities, On-Site Advertising, Technology and Equipment Rentals, Co-Working and Office Spaces, Sustainability Initiatives (Grants and incentives for incorporating eco-friendly practices and renewable energy solutions), Hospitality, Royalty & Exhibition Services.

## **Strategic Advantage**

Rajasthan's evolving business ecosystem, combined with its strategic location and cultural appeal, ensures a steady demand for high-quality venues. The venue will also benefit from government initiatives promoting tourism and MICE activities, further enhancing its financial viability.

Exhicon aims to establish a leadership position & steady flow of diversified income streams, ensuring robust profitability and long-term growth in the convention and exhibition industry.

## **EXHICON EVENTS MEDIA SOLUTIONS LIMITED**

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:L74990MH2010PLC208218

Regd. Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22,  
Veera Desai Road, Andheri West, Mumbai - 400053, Maharashtra, India

Toll Free: 1800 258 8103 | Email: [info@exhicongroup.com](mailto:info@exhicongroup.com) | [www.exhicongroup.com](http://www.exhicongroup.com)

# EXHICON

Exhibitions • Events • Media

This MoU also aligns with our goal of becoming India's premier convention venue operator.

*The details in this regard, pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 and SEBI Circular No. SEBI/HO/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, is enclosed as **Annexure-A** to this letter.*

You are requested to please take the above intimation on your records.

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

**Pranjul Jain**

**Company Secretary & Compliance Officer**

**Membership No. A67725,**

**Encl-A/a**

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**ANNEXURE A**

The details as required under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended read with the SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 and the SEBI Circular No. SEBI/HO/CFDPoD-1/P/CIR/2023/123 dated July 13, 2023

Sr. No	Particular	Details
1	Name of the entity(ies) with whom MOU agreement/ <del>JV</del> is signed	MOU is entered between Exhicon Events Media Solutions Limited and Government of Rajasthan
2	Area of agreement/ <del>MOU/JV</del>	Jaipur, Rajasthan
3	Domestic/international	Domestic
4	Share exchange ratio / JV ratio	NA
5	Scope of business operation of MOU, agreement / <del>JV</del>	Exhicon to develop a cutting-edge Multipurpose Convention and Exhibition Venue
6	Details of consideration paid / received in agreement/ <del>JV</del> /MOU	Proposed investment is INR 100 Cr.
7	Significant terms and conditions of agreement / <del>JV</del> / MOU in brief	The Government of Rajasthan would facilitate Exhicon for necessary clearances from concerned department for selection of the land for the Venue, and obtaining permissions from the concerned department of the state as per the rules and regulation of the state government.
8	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 “arm’s length”	No
10	Rationale and benefit expected	Exhicon's development of a cutting-edge multipurpose convention and exhibition venue will enhance local economic growth by attracting diverse events, creating jobs, and boosting tourism. This initiative rationalizes investment by meeting the growing demand for modern facilities, fostering community engagement, and positioning the area as a premier destination for business and cultural exchanges.

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