

26<sup>th</sup> July, 2022

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot NO. C-1, Block G,  
Bandra-Kurla Complex, Bandra (E)  
Mumbai - 400 051

**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
**Mumbai - 400001**

**Trading Symbol: HMVL**

**Security Code: 533217**

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir(s),

This is to inform that the Board of Directors of the Company at its meeting held on 1<sup>st</sup> November, 2019, had approved to invest upto Rs.16 Crore, in two equal tranches of upto Rs. 8 Crore each, in equity shares and/or convertible equity linked instrument of Sanjeevani Dairy Farms Private Limited ("Sanjeevani").

Accordingly, the Company had invested in the equity shares and Optionally Convertible Preference Shares ("OCCPS") of Sanjeevani.

On 25<sup>th</sup> July, 2022, as per the terms of the agreement, the Company has asked Sanjeevani to convert the aforesaid OCCPS into equity shares and consequent upon such conversion, the holding of the Company in Sanjeevani shall be in excess of 5% of its total shareholding.


In view of the above, disclosures as required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular dated 9<sup>th</sup> September, 2015 are enclosed herewith.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Hindustan Media Ventures Limited**

  
(Punit Kumar Chellaramani)  
Company Secretary

Encl.: As above



Registered Office :

Budh Marg, Patna - 800001

Ph.: 0612-2223434, 2223772, 2223413, 2223314, 222538

Fax : 0612-2226120

**Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September, 2015**

S.No.	Particulars	Information
a)	Name of the target entity, details in brief such as size, turnover etc.	<p><b><u>Target Entity</u></b></p> <p>Sanjeevani Dairy Farms Private Limited</p> <p><b><u>Last 3 years' turnover of Sanjeevani Dairy Farms Private Limited</u></b></p> <p>FY 20 – 3.4 Cr  FY 21 – 19.6 Cr  FY22 – 17.5 Cr</p>
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	<p>Processes, brands and sells milk &amp; related products.</p> <p>Offers postpaid and prepaid subscription models.</p>
d)	Objects and effects of acquisition (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)	Investment made into a growing company that is doing well in the milk delivery business.
e)	Brief details of any governmental or regulatory approvals required for the acquisition	Not applicable
f)	Indicative time period for completion of the acquisition	Conversion of Optionally Convertible Preference Shares (“OCPS”) into Equity Shares will take place on or before 11 September 2022
g)	Nature of consideration – whether cash consideration or share swap and details of the same	OCPS will get converted into Equity Shares of Sanjeevani Dairy Farms Private Limited as per the terms and condition of Investment Agreement .



h)	Cost of acquisition or the price at which the shares are acquired	The Board of Directors at its meeting held on 1 <sup>st</sup> November, 2019 had approved investment upto Rs.16 Crore in Sanjeevani Dairy Farms Private Limited, in two equal tranches of upto Rs.8 Crore each, by subscribing to equity shares and/or convertible equity linked instruments.
i)	Percentage of shareholding / control acquired and / or number of shares acquired	7.4% (approx.) of equity share capital of Sanjeevani Dairy Farms Private Limited on a fully diluted basis
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 in India in March 2019, Doodhvale is dairy tech startup which delivers farm fresh pure milk and its derivative products like curd, paneer, ghee etc. at the customer doorstep by following process-oriented milk production, procurement, process and technology enabled distribution and tech platform across north India.</p> <p>For last 3 years' turnover, please refer (a) above.</p>

