

March 13, 2019

BSE Limited Department of Corporate Services Listing Department P J Towers Dalal Street Mumbai – 400001 Scrip Code: 542367	National Stock Exchange of India Limited Listing Department Exchange Plaza Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400051 Scrip Symbol: XELPMOC
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Sub.: General Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR”)

Dear Sir/Madam,

This disclosure is being made in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Please find below information:

1. Xelpmoc Design & Tech Limited (“**Xelpmoc**”) is an investor and shareholder in Mihup Communications Private Limited (“**Mihup**”).
2. On March 06, 2019, Mihup has concluded issuance of 76, 533 (seventy-six thousand five hundred and thirty-three) series A4 compulsorily convertible preference shares (“**Series A4 CCPS**”) on a private placement basis to Accel India IV (Mauritius) Ltd and Ideaspring Capital Future Now (collectively referred to as “**A4 Investors**”) at an aggregate issue price of INR 1267.44 per Series A4 CCPS. The Series A4 CCPS issued and duly allotted to A4 Investors constitutes 20.18% of the Mihup’s total shareholding calculated on a fully diluted basis.
3. **About Mihup:** Mihup is dedicated to the development of a chat-based personal digital assistant with artificial intelligence and its application ‘Mihup’ or ‘May I Help You Please’ is powered by intelligent voice and can interfaces on any device or application and can deliver a human-like understanding of naturally spoken queries for large, complex content domains. Available as either an on-premise solution or a cloud-based offering, MIHUP is built on Automatic Speech Recognition (Offline and Online) in Indian languages with an AI foundation for scale and reliability in Natural Language Processing (NLP) and Information Retrieval (IR). It is meant for enterprise developers to add customized voice interface for any device and application with full control over brand identity and privacy, and offer some smart solutions like below. Recently, Mihup emerged winners of the MyGov Competition- a start-up idea competition organized by MyGov, an undertaking of Government of India.
4. Considering above issuance, Xelpmoc currently holds 33,172 (thirty-three thousand one hundred and seventy-two) compulsorily convertible preference shares and constitutes 8.75% of Mihup’s total shareholding calculated on a fully diluted basis.

This is for your information and record.

Thanking You,

Yours faithfully,

For Xelpmoc Design and Tech Limited

Vaishali Kondbhar
Company Secretary