



June 05, 2024

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “Listing Regulations”) – Acquisition of all the Intellectual Property Rights of “Soap Central” by Sportskeeda Inc., a wholly-owned subsidiary of Absolute Sports Private Limited, a material subsidiary of the Company.

With reference to the captioned subject and in compliance with Regulation 30 read with Schedule III of the Listing Regulations, we hereby inform you that, Sportskeeda Inc. (“Purchaser”), a wholly owned subsidiary of Absolute Sports Private Limited (“Absolute”), a material subsidiary of the Company, has today i.e., on June 04, 2024, entered into an Asset Purchase Agreement (“the Agreement”) with Daniel J. Kroll (“Seller”), the founder and owner of Soap Central, for the acquisition of all the Intellectual Property Rights including but not limited to Domain Rights, trademark, content, website, software codes etc. of “Soap Central”, for an aggregate consideration of USD 1,400,000/- (United States Dollars One Million Four Hundred Thousand Only) (equivalent to approximate INR 11.67 Crores), to be paid in cash by the Purchaser to the Seller, in one or more tranches, in accordance with and on such terms and conditions as stated in the Agreement and in compliance with the applicable laws and such other regulatory / statutory approvals, as may be required.

The proposed acquisition is subject to fulfilment of certain customary conditions precedent and other terms and conditions as set forth in the Agreement. The acquisition is being funded out of internal cash reserves of Absolute which has been advanced as loan to its wholly owned subsidiary ‘Sportskeeda Inc’. , as intimated vide our earlier intimation dated April 26, 2024.

The details in relation to the above, as required under the Listing Regulations 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/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed herewith as “**Annexure - A**”.

Kindly take the above information on record.

Thanking You.
Yours Faithfully,
For Nazara Technologies Limited

Varsha Vyas
Company Secretary and Compliance Officer

Enc. As above.

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/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023:

Sr. No.	Particulars	Details
1	Name of the Target Entity details in brief such as size, turnover, etc	<p>Sportskeeda Inc. (“Purchaser”), a wholly owned subsidiary of Absolute Sports Private Limited (“Absolute”), a material subsidiary of the Company, is acquiring all the Intellectual Property Rights including but not limited to Domain Rights, trademark, content, website, software codes etc. of “Soap Central” (“IP Assets”)</p> <p>Sportskeeda Inc. has entered into an Asset Purchase Agreement (“the Agreement”) with Daniel J. Kroll, resident of United States of America, the owner and founder of Soap Central (“Seller”) on June 04, 2024, for recording the terms and conditions of the aforesaid acquisition.</p> <p>Soap Central is one of the leading entertainment publishers in the US. Launched in March, 1995, Soap Central provides the latest news, comprehensive daily recaps, sneak peeks and previews, character profiles, interviews, and more for US TV Shows. The website gets upwards of 4,00,000 users visiting the site monthly.</p> <p>Soap Central has achieved a gross turnover of USD 6,21,000/- (United States Dollars Six Hundred and Twenty-One Thousand Only (equivalent to approximate INR 5.2 Crores) during the Calendar Year 2023.</p>
2.	<p>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?</p> <p>If yes, nature of interest and details thereof and whether the same is done at “arm’s length”</p>	<p>The aforesaid acquisition of IP Assets by Sportskeeda Inc. from Daniel J. Kroll, does not fall within related party transaction(s).</p> <p>The promoter / promoter group / group companies do not have any interest in the aforesaid acquisition.</p>
3	Industry to which the entity being acquired belongs	Entertainment & Pop-Culture

4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity if the business is outside the main line of business of the listed entity).	<p>With the said acquisition of IP Assets, Sportskeeda Inc. intends to expand its coverage to the entertainment and pop-culture segments.</p> <p>The acquisition will help derive synergistic value to the group's portfolio brands, offer greater appeal for direct brand partnerships and deepen presence in the U.S. market. The company plans to expand the website's coverage into multiple new entertainment and pop-culture content categories.</p>
5	Brief details of any governmental or regulatory approvals required for the acquisition;	No such approval required.
6	Indicative time for completion of acquisition	Within 30 days
7	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash consideration
8	Cost of Acquisition or the price at which shares are acquired	The aggregate consideration of USD 1,400,000/- (United States Dollars One Million Four Hundred Thousand Only) (equivalent to approximate INR 11.67 Crores), shall be paid in cash, in one or more tranches, by the Purchaser to the Seller, in accordance with and on such terms and conditions as stated in the Agreement and in compliance with the applicable laws and such other regulatory / statutory approvals, as may be required.
9	Percentage of shareholding / control acquired and / or number of shares acquired;	Not Applicable, given that the transaction relates to the acquisition of IP Assets by Sportskeeda Inc.
10	Brief background about the entity proposed to be acquired in terms of product/ line of business acquired, date of incorporation, history of last three years turnover, country in which acquired entity has presence and other significant information	Not Applicable, given that the transaction relates to the acquisition of IP Assets by Sportskeeda Inc.