

September 30, 2021

To,  
**BSE Limited**  
(BSE: 542726)

**National Stock Exchange of India Limited**  
(NSE: INDIAMART)

**Subject: Intimation under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

This is in continuation to our earlier disclosure dated September 29, 2021 regarding additional investment of Rs. 10 Crores (approx.) in Mobisy Technologies Private Limited ('MTPL') in terms of earlier disclosure dated May 13, 2020.

The details of the transaction are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Mobisy Technologies Private Limited</p> <p><u>Reg. Office:</u> 3rd Floor, Sri Arunachaleshwara Building, 75/1, Bellandur Main Road, Bellandur, Bangalore, Karnataka-560103.</p> <p>Mobisy Technologies Private Limited ('MTPL') is owner of 'Bizom' which is a Bengaluru-based SaaS startup offering Sales Force Automation and Distributor Management System to medium and large businesses, co-founded by Lalit Bhise, Vasudeva M and Shree Bhise. It offers a mobile-first cloud solution that enables the digital transformation of sales and supply channels of consumer brands distributing through retail stores.</p> <p>The website URL is <a href="https://www.bizom.in">https://www.bizom.in</a>.</p> <p>The total turnover of the entity for the Financial Year ended March 31, 2021 was Rs. 34.46 Crore.</p>



S.No.	Particulars	Details
2.	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".	<p>MTPL is not a related party as on date of this investment.</p> <p>Promoters of the Company have no interest in the said investment.</p> <p>The transaction is being concluded at Arm's Length basis.</p>
3.	Industry to which the entity being acquired belongs.	Internet based software solution
4.	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).	As part of Company's Strategic Investments, this investment is in line with its long-term objective of venturing into Software as a solution ("SAAS") space.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	The tentative time period for completion of the allotment of shares pursuant to said investment is estimated to be on or before October 26, 2021.
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 the shares are acquired.	Total investment of Rs. 10 Crores (approx.)
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	<p>The Company additionally acquired 7% of the paid up share capital in MTPL (on fully converted and diluted basis), by subscribing to 1,19,470 (One Lakh Nineteen Thousand Four Hundred Seventy Only) 0.001% Compulsorily Convertible Cumulative Preference Shares ('CCPS') of face value of Re. 1/- (Rupee One only) each at a price of Rs. 837.03/- each aggregating to Rs. 10 Crore approx.</p> <p>The aggregate shareholding of the Company in MTPL, post this investment, would be 15.98%</p>



S.No.	Particulars	Details
		of the Share Capital on fully converted and diluted basis.
10.	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>Mobisy Technologies Private Limited is an Indian Company in Software space, incorporated on February 04, 2008, engaged in the principal business of developing web and mobile applications for a variety of platforms including in relation to sales force and supply chain automation solutions. The entity has presence in India.</p> <p>Mobisy Technologies Private Limited launched 'Bizom' product in 2012, provides SAAS through sales force automation (SFA), Distributor Management System (DMS), etc.</p> <p>Turnover of last 3 years:  <b>FY 2021:</b> Rs. 34.46 Crores  <b>FY 2020:</b> Rs 36.02 Crores  <b>FY 2019:</b> Rs 28.02 Crores</p>

This is for your information and records.

Yours faithfully,

**For IndiaMART InterMESH Limited**



**(Manoj Bhargava)**

**Sr. Vice President (Legal & Secretarial),  
Company Secretary & Compliance Officer**

**Membership No: F5164**

