

February 11, 2019

To,  
BSE Limited  
The Corporate Relationship Department,  
1<sup>st</sup> Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400001

Ref: Script Code - 505690

Sub: Disclosure under Regulation 30 (Listing Obligations and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we wish to inform you that the Board of Directors of the Company at its Meeting held on February 08, 2019 has decided to acquire 47,520 Equity shares i.e. 100% Paid-up Share Capital of Brady Telesoft Private Limited ("BTPL") and making the said company as Wholly Owned Subsidiary Company.

The details as required under 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 are given in Annexure A to this letter.

Kindly take the above information on your records.

Thanking You,

Yours faithfully,

FOR W. H. BRADY & CO. LTD.



**KHUSHMEETA BAFNA**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**

Encl: A/a.

**: BRANCHES :**

## Annexure A

## Acquisition (including agreement to acquire):

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the target entity, details in brief such as size, turnover etc.;	Brady Telesoft Private Limited ("BTPL") has a paid-up Capital of Rs. 4,75,200 and Turnover of Rs. 46,233.
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 "arms length";	Yes, the promoters of the Company have interest in the entity being acquired.  Mr. Pavan G. Morarka and Mr. Pinaki Misra are common Directors. The transaction is done on an arm's length basis.
c)	Industry to which the entity being acquired belongs;	Entertainment & Hospitality
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);	The Board proposes to acquire BTPL which is engaged in Entertainment & Hospitality business, so that the Company can start business activities in Entertainment Industry.
e)	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
f)	Indicative time period for completion of the acquisition;	Approximately 30 days
g)	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash transaction
h)	Cost of acquisition or the price at which the shares are acquired;	Rs.95,040/- consisting of subscription to 47,520 Equity Shares at a price of Rs. 2 per Equity Share.





Sr. No.	Details of Events that need to be provided	Information of such event(s)												
i)	Percentage of shareholding / control acquired and / or number of shares acquired;	Pursuant to subscription of 47,520 Equity Shares at a price of Rs. 2/- per share, the shareholding of the Company in BTPL will be 100% of the Equity Share Capital.												
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><b>Brief background:</b> BTPL is a Wholly Owned Subsidiary of Brady Services Private Limited. The Promoters of Brady Services Private Limited are also majority shareholder of W. H. Brady &amp; Co. Ltd. Presently, BTPL is engaged in Entertainment &amp; Hospitality business</p> <p><b>Line of business:</b> Entertainment &amp; Hospitality business</p> <p><b>Date of incorporation:</b> September 08, 2000.</p> <p><b>Turnover of last 3 years are as under:</b></p> <table border="1" data-bbox="884 1447 1342 1603"> <thead> <tr> <th>Year</th> <th>Turnover</th> <th>Profit</th> </tr> </thead> <tbody> <tr> <td>2015-16</td> <td>49,830</td> <td>(19,93,952)</td> </tr> <tr> <td>2016-17</td> <td>76,317</td> <td>(19,409)</td> </tr> <tr> <td>2017-18</td> <td>46,233</td> <td>30,412</td> </tr> </tbody> </table>	Year	Turnover	Profit	2015-16	49,830	(19,93,952)	2016-17	76,317	(19,409)	2017-18	46,233	30,412
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