

**IndiaMART InterMESH Ltd.**

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Date: September 03, 2019

National Stock Exchange of India Ltd.

Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Symbol: INDIAMART

BSE Limited

Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001

Symbol: 542726

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

This disclosure is given under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that the Company has entered into an agreement to invest in Simply Vyapar Apps Pvt. Ltd. The details of the transaction are given below:

Sl. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover, etc.	<p>Simply Vyapar Apps Pvt. Ltd.</p> <p>Reg. Office: Flat No 223 Wings 2 DSR Eden Green Apartments, Bangalore, 560035.</p> <p>Simply Vyapar Apps Pvt. Ltd is engaged in business of providing business accounting software (both mobile app as well as desktop versions) with Billing, GST Invoice, Stock Inventory & Accounting solutions.</p> <p>The website URL is https://vyaparapp.in/</p> <p>The software product of the Company "VYAPAR" is one of the largest mobile app based billing and accounting solutions for small and medium businesses with one million downloads.</p> <p>Since, the Company was incorporated on March 08, 2018, the turnover of the entity for the first Financial Year ended March 31, 2019, is estimated by the management of the entity to be Rs. 14.2 Mn which is subject to audit by the Statutory Auditors of the Entity.</p>



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".	Simply Vyapar Apps Pvt. Ltd is not a Related Party as on date of this investment. Promoters of the Company have no interest in the said investment. The transaction is being concluded at Arm's Length basis.
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 would help the Company to consolidate its position in B2B services.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	On or before September 10, 2019
7.	Nature of Acquisition – 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.	Rs. 31.2 Crore
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The Company has agreed to acquire a total of 5,954 (Five thousand nine hundred and fifty four) 0.001 % Cumulative Compulsorily Convertible Preference Shares (CCPS) having a face value of Rs 100 each at a premium of Rs. 52,218 (Fifty-two thousand, two hundred and eighteen) each and 10 (Ten) Equity Shares having a face value of Rs 10 each at a premium of Rs. 52,308 (Fifty-two thousand, three

		hundred and eight). The aggregate shareholding of the Company, post this investment, in the said entity would be 26% 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>Simply Vyapar Apps Pvt. Ltd is India based Company in Software space, incorporated on March 08, 2018, targeted at small & medium businesses spread across various geographies.</p> <p>Since, the Company was incorporated on March 08, 2018, the turnover of the entity for the first Financial Year ended March 31, 2019 is estimated by the management of the entity to be Rs. 14.2 Mn which is subject to audit by the Statutory Auditors of the Entity.</p>

Kindly take the above information on records.

Yours faithfully,

For Indiamart Intermesh Limited



(Manoj Bhargava)

**Sr. Vice President (Legal & Secretarial),
Company Secretary & Compliance Officer
Membership No: F5164**

