

To
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai – 400 001

To
Listing Department,
National Stock Exchange of India Limited
C-1, G-Block, Bandra - Kurla Complex
Bandra (E), Mumbai – 400 051

**Scrip Code: 543320, Scrip Symbol: ZOMATO
ISIN: INE758T01015**

Sub: General Update

Dear Sir/Ma'am,

With reference to the captioned subject, we would like to submit the attached note from Deepinder Goyal, Managing Director & CEO of the Company.

Please note that while the attached disclosure will not qualify as 'material information', the Company is making this disclosure voluntarily.

The attached information will also be available on the website of the Company i.e. www.zomato.com.

This is for your information and records

**For Zomato Limited
(Formerly known as Zomato Private Limited)**



**Ms. Sandhya Sethia
(Company Secretary & Compliance Officer)
Date: August 29, 2022
Place: Gurugram**

Why 'Eternal'? And what does it NOT mean?

Background – a few weeks ago, I had shared a note internally with our team (which made its way to the media) about internally rebranding the larger Zomato organization (post the acquisition of Blinkit) as 'Eternal'. Since then, there have been a lot of questions on what this announcement really means.

Infact, one of the questions that I have been asked most frequently by investors recently has been along the lines of – *“What’s the rationale behind Eternal? Does it mean that you (Deepinder) intend to gradually start moving away from the day-to-day of the business? Is this a plan for you heading to the hills eventually?”*

The simple straight answer to this is NO. I am as excited about continuing to build Zomato as I ever was, if not more. I believe that Zomato is my life's work, and the hardest (and the most fulfilling) part of the journey is still ahead of me. This announcement does not change anybody's roles and responsibilities (including and particularly mine) at Zomato.

Now since that's out of the window, here's the pertinent question – Why Eternal?

Two reasons –

1) We didn't want the Blinkit team to feel like a step-child once we completed the transaction. We needed to make sure that both Zomato and Blinkit were placed at par within the importance hierarchy of our daily work lives. Also, for what it's worth, Eternal remains an internal identity – it is currently only a notion to bind all our different businesses and leaders under a common name and a mission, and there is NO plan whatsoever to rebrand the Zomato app to Eternal.

2) The word Eternal is a mission statement in itself. Eternal means forever, something that will last for more than just a lifetime. We want each of our businesses to be built with a very long term view, well beyond our lifetimes.

Hope this clears the air on this topic.

Best regards,

Deepinder